

Town of Cary New Media Personality

July 6, 2012

Descriptors of the Town's New Media personality:

Fun	Caring
Friendly	Authentic
Interested	Informative
Appreciative	Conversational
Informal	Respectful
Happy—"Smiling"	Specific
Optimistic—"Glass Half Full"	Proactive
"Can Do"	Constructive
"Pro Cary"	Creative
Responsive	Diverse

Posting Notes:

- Avoid non-traditional abbreviations like LOL, BFF, and so forth. It's fine to abbreviate Town of Cary as TOC.
- Wherever possible, posts should include a call to action.
- Posts, especially responses, should avoid debate and defensiveness; instead, focus on adding value, moving the issue forward.
- Avoid redundancy and long posts by including links to the Town's website for details, additional information.
- Avoid responding to every post since you won't have time to do that consistently. Focus on answering questions, addressing issues. An occasional "thanks" is fine.
- Work with your team to prepare a weekly proactive post plan.
- Regarding images: ensure that each image has a caption; do not use tags; do not use obscure third-party logos/names on products; size images to 1080 p, 480k (no high def).
- Do not install widgets.