County leaders and those who hold public office must understand how and where to talk to their audience.

Did you know that 43% of adults on Facebook get their news from the social networking site, and that 88% of Facebook users access the site via mobile device?

Twitter, LinkedIn and Instagram are some of the other largest social media networking sites, and they are used broadly across different demographics.

Did you know that Twitter has 326 monthly active users, and that those users send out 500 million tweets per day?

This is the reality of online networking in 2019: many Americans are using social networks to chat, find news, watch videos, and learn.

Facebook

Americans spend 58 minutes per day, and 10 to 12 minutes per visit on Facebook.

Twitter

21% of consumers would rather send a message with questions or issues and 88% of social advertisers use Twitter.

Instagram

The fastest-growing social network has a 1.73% engagement rate which is much higher than Facebook.
What you can do

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It is overwhelming to think of all the places you need to be online - but that’s okay!

Listen
Ask your constituents about where they get their news from! It is easiest to reach people when you go to their level.

Start Small
If your constituents are in a couple spots - that’s okay, pick one! Already have a Twitter account? Revisit it!

Put Some Strategy Into It
To get anything out of social media, and make sure people turn to you as an influence within your network, you must be consistent, timely, and useful. Set up a calendar, mark important dates and remember to post something! Brainstorm ahead of time to get ideas ready the week before. Preparation is key!

WHY ARE SOCIAL NETWORKS SO POWERFUL

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A Network

This is a visualization of a 1,000 person network on Facebook. Now, imagine 214 million US users, and all their networks. Networks are powerful!