

Budget Questions and Requests for Information
2013-14 Recommended Budget
QUESTION 15

QUESTION: What is the work plan/cost for the Social Media (Multimedia Producer) position?

RESPONDENT: Sabrina Oliver, Communications and Public Affairs Director

RESPONSE: The new position of Multimedia Producer will help expand our use of social media, web 2.0 initiatives and other new digital communications tools to better serve the public.

A Multimedia Producer is a storyteller skilled in producing and editing in multiple formats. This is someone who will create content specifically for social media channels, take photos, video, audio, text, data/numbers and create a compelling, interactive story that can be viewed on multiple platforms.

We recognize that video is one of the best methods for communicating on social media and social media tools have become a part of everyday life for Town employees and Town residents. When used effectively these tools can be a means of increasing government transparency and civic engagement. These are key goals outlined in the Council-adopted Town of Chapel Hill Communication Strategy. The Town is committed to transparency, collaboration, and providing citizens with improved access to local government information, data, as well as opportunities to participate in making our community better. These principles are further supported by the Chapel Hill 2020 Plan.

The position will support the Town's new media engagement efforts, which currently reach more than 10,400 individuals per month, or those who are following our social media/new media platforms, such as Twitter, Facebook, YouTube, Vimeo, WordPress, Pinterest, Flickr, as well as via e-notification blasts from the website. See www.townofchapelhill.org/socialmedia. The position also will create video and animated graphics for placement on Gov TV-18, and assist with the support and programming of the government access channel.

The position will work with the Town Communications and Public Affairs team to pursue key stories and messages that convey the Town story. The position will also train and provide support to inter-departmental staff teams in social media, video and photography.

The cost of this position in the FY14 Budget, including benefits, will be \$63,884.