

Social Media Tips for Townships

Communicating to your township residents through multiple channels during an emergency is very important. More and more, citizens are turning to social media to get updates from their government. Below are important tips to consider when using social media to communicate during uncertain times.

Create a hashtag unique to your township.

Hashtags allow social media users to easily follow information as it is being released. Be sure to use the hashtag each time you post about the emergency.

Post updates across all social media platforms.

The length of your update may need to vary from platform to platform, but each post should ultimately communicate the same information.

Post regularly.

Allowing too much time between posts could create questions for an already anxious community. Even if you do not have new details, post a reminder to information released earlier in the day.

Be prepared to post at any time.

During an emergency, information can come at any hour. Be prepared to post at night and on weekends to keep your township residents as up-to-date as possible.

Coordinate posts.

During an emergency, information being released may affect fire departments, police response, etc. It is important to coordinate the language of your messages with all parties involved. This helps provide one message across the social platforms. Also, tag organizations or entities involved in the announcement when posting.

Create graphics to use for each post.

Each social media post should include some type of graphic. This helps grab the attention of users as they're scrolling through their timeline. Each graphic should have the same branding with only the words (alert, update, closures, etc.) changing.

Pause scheduled posts.

Many townships schedule posts ahead of time related to various events happening in the community. Check all scheduled posts and pause any that are not related to the emergency.

Live-stream press conference.

If your township needs to hold a press conference consider live streaming to provide updates to your residents. Most social media platforms allow for live broadcasts.

Monitor comments and questions.

Many township residents will have questions related to the emergency. It is important to monitor and respond to inquiries in a timely manner. This also provides local governments an opportunity to correct the spread of misinformation in real time.



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