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**Memorandum**

**Memorandum No: 23-122**

**Date:** March 23, 2023

**To:** Honorable Mayor and City Council

**From:** Ryan Henderson, Interim City Manager



**Re:** Golden Post Award Finalist

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The Government Social Media Association hosts an annual award competition, the Golden Post Awards, to recognize outstanding use of social media by government agencies in the United States. The association is comprised of local and state agencies, the United States Federal Government, regional government, academics and more. Nearly 400 entries were received in ten different categories and were reviewed by a distinguished panel of judges from across the country. Winners in each category will be named and will receive a trophy during the Golden Post Awards ceremony at the 2023 Government Social Media Conference in Reno-Tahoe, Nevada in May.

- The City of Anna has been named a finalist for the category of Best LinkedIn Presence along with the City of Dubuque, IA (pop. 60k); Fort Lauderdale, FL (pop. 185k); Lane Transit District, OR (300+ employees); National Institutes of Health (18k+ employees).

The City of Anna built a strategy on LinkedIn focused on relationship-building and storytelling. On a visit to the Anna LinkedIn page, you're more likely to see posts about employees' achievements than an announcement about an open position. When sharing about recruiting, there is a conscious effort to tie in the value those positions bring to the organization and the type of person Anna would love to have join the team.

Over the past year, the results of the city's strategic campaign have been outstanding. Page views went up 7,352% and reactions to posts (engagement) increased by 7,400%. Not only were more people visiting our company page, but their likelihood to engage with content dramatically increased. The city also gained nearly double the number of followers.

Attachments:

**Exhibit 1 – City of Anna LinkedIn Award Submission**

c: Frances La Rue, Communications Manager  
Taylor Lough, Assistant City Manager



TOYOTA  
THE CITY OF  
**Anna**

# CITY OF ANNA LINKEDIN



**Goals: Introduce and celebrate staff.  
Highlight what is happening within  
the organization.**

## WHAT STANDS OUT

For a long time, LinkedIn was sort of a resume social network and job board. Many agencies utilized the platform to post about open positions. More recently, users have begun using the platform to tell their own stories of job growth and personal development. Users are engaging with one another, and the platform has shifted to be more about making connections, beyond basic networking, to building relationships.

We wanted to be a part of the relationship-building and storytelling by showing the people behind the organization and celebrating them. We believe if an organization values their employees and shows them their value, they'll stay longer and be your strongest ambassadors. So, on our LinkedIn page, you're more likely to see posts about our employees' achievements than an announcement about an open position. When we do share about recruiting, we try to tie in the value those positions will bring to our organization and the type of person we'd love to have join our team.

## GOALS

As the city rapidly grows, the need for additional staff to meet the community's needs also increases. In 2022, the Communications Department and Human Resources Department were determined to utilize LinkedIn to give prospective employees an idea of what working for the City of Anna would be like. In order to achieve that goal, we wanted to focus on three types of content specifically:

- Introduce staff
- Celebrate staff achievements, both professional and personal
- Highlight behind the scenes of the organization. I.e., training and staff development opportunities, benefits, staff events, and current projects.

Secondly, we wanted to increase follower count, page views, and engagement.

# STRATEGY AND TACTICS

## 1. INTRODUCE STAFF

To introduce staff, we created a graphic series that included a photo of the staff member and Q&A. We also launched a video series called, "Anna Neighbor," that showcases employees that either grew up in Anna or currently live in the Anna.

### STAFF BIOS

**Anna** City of Anna, Texas  
1,006 followers  
7mo · 🌐

Our parks, municipal building landscaping, medians and more are beautifully maintained and enhanced by our dedicated Parks Maintenance staff. [...see more](#)

### SHANE GONZALEZ

MAINTENANCE WORKER

Time on staff: 15 years

Favorite Park: Baldwin Park in Lakewood Estates

Why a career in Anna Parks and Recreation?  
I grew up in Anna and always enjoyed the parks.

THE CITY OF  
**Anna**

👍 29

4 comments

**Anna** City of Anna, Texas  
1,009 followers  
2w · Edited · 🌐

A newly wed, mom-to-be this year and dog mom to four, Detective Mason is an incredible asset to our team. As someone who is often working with people on their toughest days, she has a special way of connecting with the individual to bring some sense of calm to the moment.

We asked Alexis what advice she would give young people and she said, "Never stop learning. Whatever your craft is, make sure that you perfect it and continue to educate yourself. The world continues to evolve and so should you!!"

As a college athlete that played basketball for 4 years, we're thankful she is on our team when the North Texas Public Safety Basketball Tournament returns this spring!

#Police #LawEnforcement #ChildCrimes  
#PublicSafety #AnnaTexasTheNextBigThinginNTX  
#AnnaTexasBuildingCommunity  
#AnnaTexasACommunityofNeighbors #EmployeeRecognition #AnnaTexas



### ALEXIS MASON

DETECTIVE - CHILD CRIMES RURAL TASK FORCE

Time on staff: 2 years

Proudest Anna job-related accomplishment: I would say that my biggest accomplishment at Anna so far is making detective.

### ANNA NEIGHBOR VIDEO SERIES

**Anna** City of Anna, Texas  
1,006 followers  
2mo · 🌐

We couldn't be more thankful for our incredible team that serves Anna each day. Many of our employees either grew up in Anna or currently live here. It makes the work they do in our community personal. [...see more](#)



Anna Neighbor - Brent

👍 Ryan Henderson and 18 others

1 comment · 1 repost

Anna

👍 Like

💬 Comment

Video views: 545 total

Hide stats

Video views 📺

Targeted to All followers

545

Total

5,976

Sponsored

# STRATEGY AND TACTICS

## 2. CELEBRATE STAFF

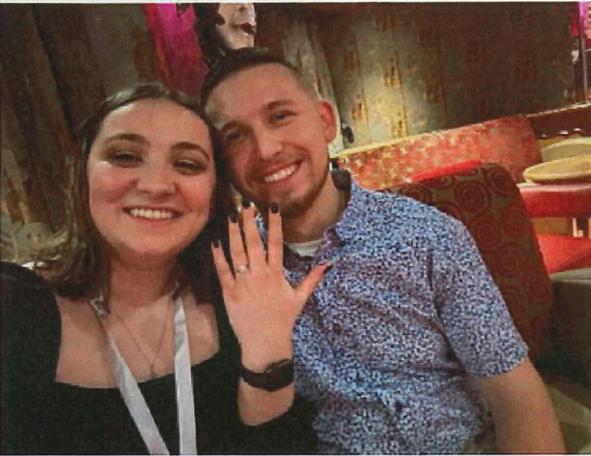
To celebrate staff, we share photos and stories of their achievements. We celebrate graduations, birth announcements, engagements and more.

### PERSONAL ACCOMPLISHMENTS

**Anna** City of Anna, Texas  
1,006 followers  
3w • Edited •

We are overjoyed for Anna Police Officer Jacob Williams and his engagement to Anna Police Records Administrator Pamela West.

Their story is special to us. Not only are they Anna high school sweet hearts, but they are both graduates of the Anna Police Explorer Post. Officer Williams was one of the very first cadets we put through the police academy, too.



Alan Guard, CGFO and 76 others  
9 comments • 1 repost

**Anna** City of Anna, Texas  
1,009 followers  
3w • Edited •

Congratulations to Officer Yates on the birth of his newest daughter, Myla Dec. 13! We wish him and his family all the joy and happiness during this incredible season. What a Christmas gift!

#MeetTheTeam #BehindTheScenes



Alan Guard, CGFO and 19 others

### PROFESSIONAL ACCOMPLISHMENTS

**Anna** City of Anna, Texas  
1,006 followers  
1yr •

We want to say congrats to our City Secretary, Carrie Land, on her 3rd recertification through the Texas Municipal Clerks Certification Program.

...see more



**Anna** City of Anna, Texas  
1,009 followers  
2mo • Edited •

Congrats to Jeff Freeth, CPRP on his recent promotion to Assistant Director of Neighborhood Services!

...see more

**Jeff Freeth, CPRP** • 1st  
Assistant Director of Neighborhood Services at City of Anna, Texas  
2mo •

It's been two years since I received the life changing call to join the City of Anna team as their Recreation Manager and I'm full of EXTREME joy to announce the starting today I have been given the opportunity to serve as the city ...see more



# STRATEGY AND TACTICS

## 3. HIGHLIGHT THE ORG

To highlight more of the behind the scenes, we share updates on projects our staff works on, employee events, training opportunities and leadership development.

### LEADERSHIP DEVELOPMENT



Congrats to **Alan Guard, CGFO** for completing the **ICMA - International City/County Management Association High Performance Leadership Academy**. [...see more](#)



**Alan Guard, CGFO** • 1st  
Director of Finance at City of Anna, Texas  
6mo • 0

I completed the ICMA High Performance Leadership Academy last week. This was a great experience and I appreciate my boss, Jim Proce, ICMA-CM, supporting this effort. This program is extremely valuable and I highly recommend it for new leaders and "seasoned" folks as well. If you have an hour per day to devote to your professional and personal development take the leap.

[#personaldevelopment](#) [#leadership](#) [#positivelydeviantresults](#) [#lifelonglearning](#)

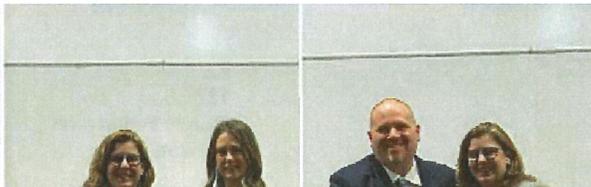


We want to give a big congratulations to Human Resources Director **Stephanie Beitelshies** and Information Technology Director **Kevin Johnson** for earning a graduate certificate in Local Government Management from **The University of Texas at Dallas School of Economic, Political and Policy Sciences (EPPS)**.

They showed a desire to broaden their knowledge of important issues and approaches employed by professional local public administrators.

Local government managers operate in a complex legal and political environment. They are responsible for the provision of varied services directly to citizens, such as land use planning, law enforcement, water and sewer services, and recreation. The management of cities and counties has become increasingly professional over the past several decades, and both the method and quality of services are greatly influenced by managers. How the professional staff delivers services to the public within the political environment in which it works is the topic of many of the courses in this certificate program.

[#LocalGovernment](#) [#HumanResources](#) [#Management](#) [#InformationTechnology](#) [#Leadership](#)



### STAFF EVENTS / APPRECIATION



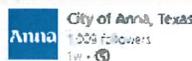
This morning, staff, board members and city volunteers gathered for an appreciation breakfast hosted by City Manager Jim Proce.

Mr. Proce organized the food drive to benefit our local food pantry, Grace Place. Everyone who donated was also invited to attend an appreciation breakfast cooked by Proce and some staff members that volunteered their time.

[#Annatexas](#) [#AnnatexasTheNextBigThingInNTX](#) [#AnnatexasBuildingCommunity](#) [#AnnatexasACommunityofNeighbors](#) [#giveback](#) [#appreciation](#)



### CURRENT PROJECTS



We've received the 3D Renderings from New Line Skatepark! We are really looking forward to the project being fully underway. [...see more](#)

[3D Rendering - Park Overview Looking Northwest](#) [3D Rendering - Park Overview Looking Northeast](#)



SLAYER CREEK SKATEPARK

SLAYER CREEK SKATEPARK



# RESULTS

Looking back on 2022, the results have been outstanding. While page views went up 1,352%, reactions to posts (engagement) increased by 7,400%. Not only were more people visiting our company page, but their likelihood to engage with content dramatically increased. The city also gained nearly double the amount of followers.

## FOLLOWERS DOUBLED

Follower analytics

Jan 20, 2022 - Jan 19, 2023

### Follower highlights

999  
Total followers

469  
New followers in the last 364 days

## CONTENT ENGAGEMENT SKYROCKETED

Content analytics

Jan 20, 2022 - Jan 19, 2023

### Highlights

Data for 1/20/2022 - 1/19/2023

1,500  
Reactions  
▲ 7,400%

76  
Comments  
● 0%

43  
Reposts  
▲ 760%

## MORE PAGE VIEWS AND UNIQUE VISITORS

Visitor analytics

Jan 20, 2022 - Jan 19, 2023

### Visitor highlights

2,222  
Page views  
▲ 1,352.3%

966  
Unique visitors  
▲ 1,341.8%

127  
Custom button clicks  
▲ 1,714.3%

# ENGAGEMENT & CUSTOMER SERVICE

We try to engage with every comment we receive on the page either by replying or "liking." We want to both to build relationships and boost our performance in the algorithm. If we receive a question, we try to reply within a day or two.

## INCLUSION

We take several intentional steps to make our page accessible and inclusive. For example, our hashtags are always Camel Case, meaning we capitalize the first letter of each word. When the first letter of each word is capitalized, screen readers are much more likely to read the hashtag as intended vs. reading it as one, long and jumbled word. In addition to helping visually impaired screen reader users, capitalizing each word benefits anyone who cannot quickly identify the patterns and relationships between words, such as someone with dyslexia or a cognitive disability.

We edit the Alternative Text on our images to ensure screen readers can understand the image. Although LinkedIn does provide some automated alt text, it is not always accurate or as descriptive as we'd like.

We want our page to be a true representation of our organization and showcase the diverse people (i.e., different races, genders, ages, etc.) that work for Anna while also balancing our employees' privacy. All the content on our page is shared with permission from the employees. For our staff bios, we contact each department and request for them to fill out our questionnaire voluntarily, and if needed, we schedule a time to snap a photo of them as well. The participation has been diverse! We've had employees, young and old, of different genders, races and experiences, respond. The same goes for many of our posts about personal and professional achievements. If an employee is active on LinkedIn, we will share their posts on our page. We also receive content from our quarterly internal staff meeting that includes a section on personal news (birth announcements, engagements, weddings, buying a new home, etc.). If permission is provided, we share the content on LinkedIn. We never want to force someone to participate in order for us to check an inclusion box, and we're very thankful our team feels comfortable enough to share about their lives and experience in Anna.

Finally, one very intentional step we took when starting the staff bio posts was reaching out to our Parks Maintenance and Public Works crews first. We know Police, Fire and executive team members often get a lot of attention in the community, and we wanted to be very intentional in recognizing and thanking our team members in other departments that don't get seen much. The staff who are in the fields, literally covered in dirt each and every day, and serving our community with humility and grit. We want them to know they are valued and important to us so we circle back to them regularly to encourage participation from any that may not have volunteered yet.

# LINKS TO POSTS

## Introduce:

- Matt Lewis -  
<https://www.linkedin.com/feed/update/urn:li:activity:6959916073609560064>
- Shane Gonzalez -  
<https://www.linkedin.com/feed/update/urn:li:activity:6950176724823269377>
- Alexis Mason -  
<https://www.linkedin.com/feed/update/urn:li:activity:7018306199800483840>
- Austin Burkhart -  
<https://www.linkedin.com/feed/update/urn:li:activity:7021570733705224192>
- Video – Brent  
<https://www.linkedin.com/feed/update/urn:li:activity:7000923800779313152>
- Video – Bret  
<https://www.linkedin.com/feed/update/urn:li:activity:7024032033051987969>

## Celebrate:

- Espo hired full time -  
<https://www.linkedin.com/feed/update/urn:li:activity:7023699800801890304>
- Carrie Land is certified -  
<https://www.linkedin.com/feed/update/urn:li:activity:6894724022790172672>
- Jeff receives a promotion --  
<https://www.linkedin.com/feed/update/urn:li:activity:6998380335654715393>
- Myla is born!  
<https://www.linkedin.com/feed/update/urn:li:activity:7014247209453965312>
- Anna Explorer students become Anna Police Department employees -  
<https://www.linkedin.com/feed/update/urn:li:activity:6923025735964123136>
- Pam and Jacob get engaged -  
<https://www.linkedin.com/feed/update/urn:li:activity:7016122810565632000>

## Highlight

- Staff appreciation breakfast -  
<https://www.linkedin.com/feed/update/urn:li:activity:7010647604686454784>
- Staff snack break -  
<https://www.linkedin.com/feed/update/urn:li:activity:7013593498952114176>
- Leadership development -  
<https://www.linkedin.com/feed/update/urn:li:activity:7006639093761654784>
- Police Supervisors training -  
<https://www.linkedin.com/feed/update/urn:li:activity:6995464217088733184>
- Skate Park improvements -  
<https://www.linkedin.com/feed/update/urn:li:activity:7003401185747488768>
- Our new city hall is completed!  
<https://www.linkedin.com/feed/update/urn:li:activity:6976554339259613185>