



MULTNOMAH COUNTY AGENDA PLACEMENT REQUEST

(Revised: 8/18/11)

Board Clerk Use Only

Meeting Date: 8/16/12
 Agenda Item #: R.2
 Est. Start Time: 9:35 am
 Date Submitted: 8-7-12

**Agenda Title: Informational Board Briefing on Social Media and Multnomah County:
Spreading the Word of our Good Work**

Note: If Ordinance, Resolution, Order or Proclamation, provide exact title. For all other submissions, provide a clearly written title sufficient to describe the action requested.

Requested Meeting Date: August 16, 2012 **Time Needed:** 20 minutes
Department: Communications Office **Division:** _____
Contact(s): David Austin, Communications Director
Phone: 503-803-8616 **Ext.** _____ **I/O Address:** _____
Presenter Name(s) & Title(s): David Austin with Communications Office interns Krissie Smith, Abiola Aderonmu, Ryan Yambra

General Information

1. What action are you requesting from the Board?

None

2. Please provide sufficient background information for the Board and the public to understand this issue. Please note which Program Offer this action affects and how it impacts the results.

As social media evolves, the way in which we communicate and gather information is rapidly changing. During the summer, the Communications Office has seen a significant increase in Multnomah County's social media users and the office continues to find ways to keep them engaged in county news. We have collected statistical data from the Pew Research Center and the U.S. Census to analyze the demographics in Multnomah County and better understand who is frequently using social media and how it can help deliver the county's message about serving people. As the demand for information increases, it is imperative for the county to be able to directly connect with its constituents and the entire community. This report will offer some observations and ideas to illustrate how vital social media can be meaningful to the County and the Board of Commissioners.

3. Explain the fiscal impact (current year and ongoing).

Ongoing

4. Explain any legal and/or policy issues involved.

None

5. Explain any citizen and/or other government participation that has or will take place.

None

Required Signature

**Elected Official
or Department/
Agency Director:**



Date: 8/7/2012