

Using Social Media for Public Awareness

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Public Works Director/City Engineer

What is Social Media

- A way to communicate using computers, smart phones and tablets and the internet
- Types of Social Media
 - Facebook
 - Twitter
 - Pinterest
 - YouTube
 - Blogs

Why Use Social Media?

- It's Fast
- It's Cheap
- It's Easy
- It's Effective

It's Effective

Here is a look at how the number of active users on Facebook has grown

1 million — End of 2004	400 million — February 2010
5.5 million — End of 2005	500 million — July 2010
12 million — End of 2006	608 million — End of 2010
20 million — April 2007	750 million — July 2011
50 million — October 2007	800 million — September 2011
100 million — August 2008	845 million — End of 2011
150 million — January 2009	901 million — March 2012
175 million — February 2009	955 million — June 2012
200 million — April 2009	1.01 billion — September 2012
250 million — July 2009	1.06 billion — December 2012
300 million — September 2009	1.11 billion — March 2013
350 million — End of 2009	

Source: Facebook Inc.

Social Media Facts

Consider a few facts from a new survey from Allstate and the National Journal (2012)

- 64% of U.S. adults are active on social media
- 79% of social media users are likely to seek the opinions of others before buying goods or services, and 64% of them have changed their minds because of those opinions
- 59% of social media users say a company's social media activities make the company appear "accessible and responsive"
- 64% of social media users want to see companies use social media for customer service.

Emergency

- One other plus of social media – people will do whatever it takes to stay connected to social media, especially in an emergency.
- Power may be out but people will still use their phones to text, email, and check Facebook
- Many use their car to keep their phone charged.

Using Facebook

Welcome to Facebook - L x

https://www.facebook.com

HTC Bookmarks BOOKS Mail Facebook NWS Miami County GIS Grainger FLOODPLAIN EnergyU Training Miami County Twitter Evernote Other bookmarks

facebook

Email or Phone Password Log In

☒ Keep me logged in Forgot your password?

Sign Up
It's free and always will be.

First Name Last Name

Your Email

Re-enter Email

New Password

Birthday

Month Day Year Why do I need to provide my birthday?

☒ Female ☐ Male

By clicking Sign Up, you agree to our Terms and that you have read our Data Use Policy, including our Cookie Use.

Sign Up

Create a Page for a celebrity, band or business.

Connect with friends and the world around you on Facebook.

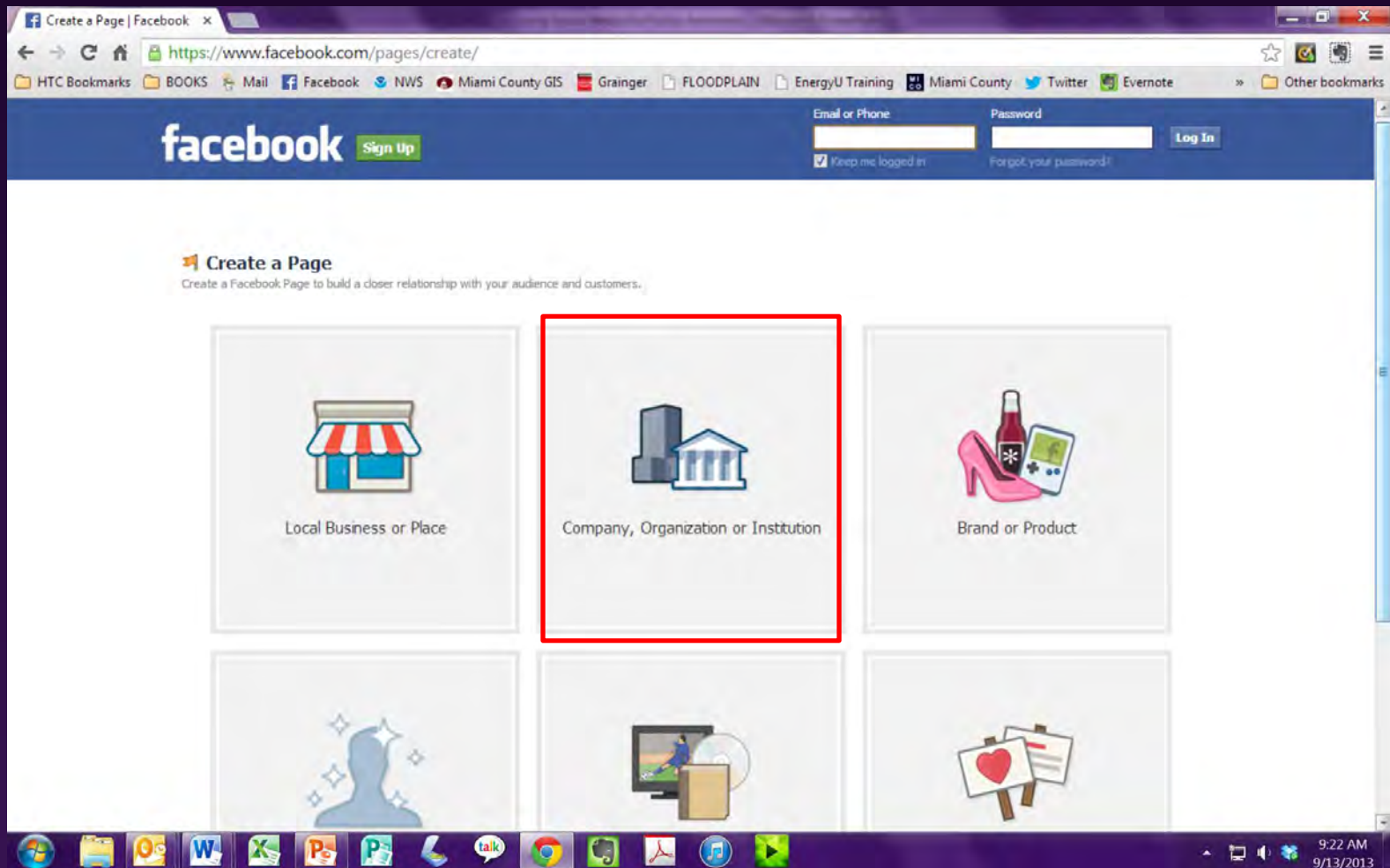
See photos and updates from friends in News Feed.

Share what's new in your life on your Timeline.

Find more of what you're looking for with Graph Search.

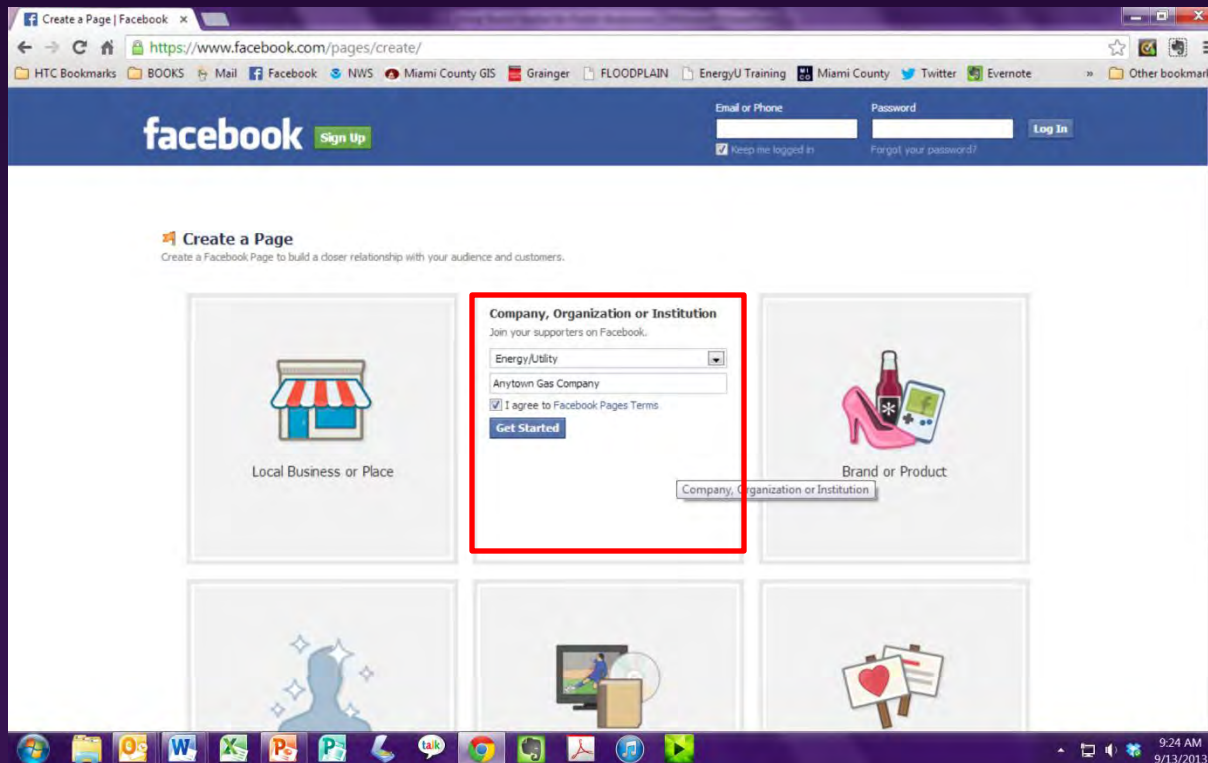
9:19 AM 9/13/2013

Create a Page



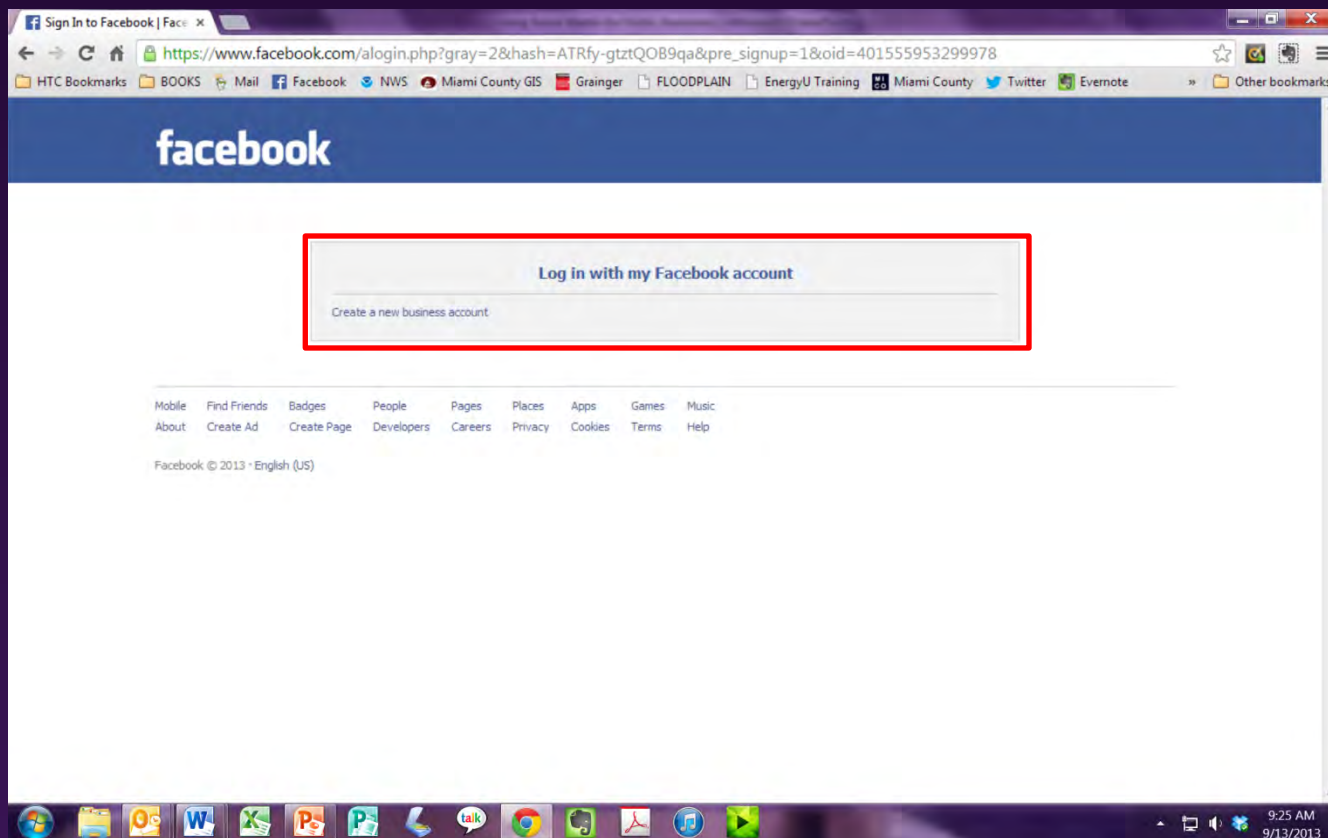
Type of Page

- Energy/Utility
- Government Organization



Facebook Account

- Use Existing Account
- Create a New Business Account



New Business Account

Sign Up for Facebook | Facebook | Inbox (3) - anytowngascompany@gmail.com

https://www.facebook.com/alogin.php?gray=2&hash=ATrfy-gtztQOB9qa&oid=401555953299978

HTC Bookmarks | BOOKS | Mail | Facebook | NWS | Miami County GIS | Grainger | FLOODPLAIN | EnergyU Training | Miami County | Twitter | Evernote | Other bookmarks

facebook

Create a New Business Account

I already have a Facebook account

Email:


New Password: [?]

Date of Birth: Month: Day: Year:

Please enter your own date of birth. Why is this required?

Security Check:

Enter both words below, separated by a space.
Can't read the words below? Try different words or an audio captcha.



Text in the box:

What's this?

☒ I have read and agree to the Terms of Use and Privacy Policy

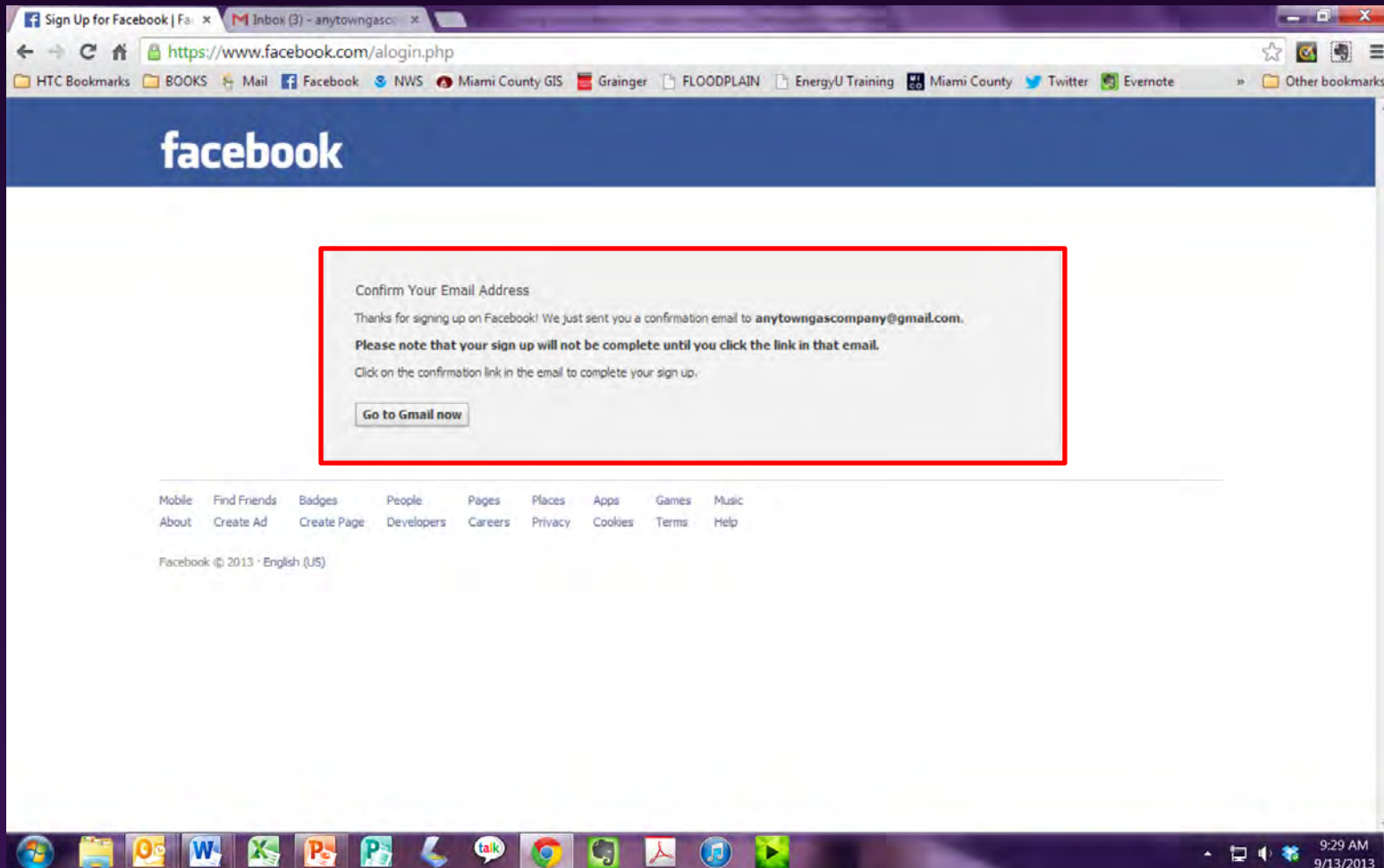
[Sign Up Now!](#)

[Problems signing up? Check out our help pages](#)

Windows Taskbar: Internet Explorer, Google Chrome, Word, Excel, PowerPoint, Outlook, Skype, Google Talk, Chrome, Firefox, VLC, iTunes, Windows Media Center

System Tray: 9:28 AM, 9/13/2013

Confirm Your Email Address



Set Up Your Page

The screenshot shows a web browser window with multiple tabs. The active tab is 'Facebook', displaying the URL https://www.facebook.com/pages/getting_started?page_id=601866449852358. The browser's address bar and bookmarks are visible. The Facebook page header includes the 'facebook' logo and 'Settings Logout' links. The main content area is titled 'Set Up Anytown Gas Company' and features a progress bar with four steps: 1 About, 2 Profile Picture, 3 Add to Favorites, and 4 Reach More People. A tip suggests adding a description and website to improve search ranking. A text box contains the description: 'Anytown Gas Company is a fictional natural gas supplier. It has an excellent Public Awareness Program.' Below this is a website input field with the placeholder 'Website (ex: your website, Twitter or Yelp links)' and an 'Add Another Site' link. A question asks if 'Anytown Gas Company' is a real organization, school, or government, with 'Yes' and 'No' radio button options. At the bottom of the form are links for 'Visit Help Center' and a 'Save Info' button. The footer of the page includes links for 'About', 'Create Ad', 'Create Page', 'Developers', 'Careers', 'Privacy', 'Cookies', 'Terms', and 'Help', along with the copyright notice 'Facebook © 2013 · English (US)'. The Windows taskbar at the bottom shows various application icons and the system clock indicating 9:34 AM on 9/13/2013.

Sign Up for Facebook | Facebook | Action Required: Confirm | Facebook | Inbox (3) - anytowngasco

https://www.facebook.com/pages/getting_started?page_id=601866449852358

HTC Bookmarks | BOOKS | Mail | Facebook | NWS | Miami County GIS | Grainger | FLOODPLAIN | EnergyU Training | Miami County | Twitter | Evernote | Other bookmarks

facebook Settings Logout

Set Up Anytown Gas Company

1 About 2 Profile Picture 3 Add to Favorites 4 Reach More People

Tip: Add a description and website to improve the ranking of your Page in search.
Fields marked by asterisks (*) are required.

Anytown Gas Company is a fictional natural gas supplier. It has an excellent Public Awareness Program.

Website (ex: your website, Twitter or Yelp links) Add Another Site

Is Anytown Gas Company a real organization, school or government?
This will help people find this organization, school or government more easily on Facebook.

☐ Yes ☒ No

Visit Help Center [Save Info](#)

About Create Ad Create Page Developers Careers Privacy Cookies Terms Help

Facebook © 2013 · English (US)

9:34 AM 9/13/2013

Add Profile Picture/Cover

The screenshot shows a web browser window with multiple tabs open, including 'Sign Up for Facebook', 'Action Required: Confirm', 'Anytown Gas Company', and 'Inbox (3) - anytowngasco'. The address bar displays the URL: https://www.facebook.com/pages/Anytown-Gas-Company/601866449852358?skip_nax_wizard=true. The browser's bookmark bar contains various links like 'HTC Bookmarks', 'BOOKS', 'Mail', 'Facebook', 'NWS', 'Miami County GIS', 'Grainger', 'FLOODPLAIN', 'EnergyU Training', 'Miami County', 'Twitter', and 'Evernote'. The Facebook page itself is for 'Anytown Gas Company' and features an 'Admin Panel' at the top with buttons for 'Edit Page', 'Build Audience', 'Help', 'Show', and 'Ads Manager'. The main content area shows a placeholder for a profile picture with a flag icon and a '+ Add Profile Picture' button, and a placeholder for a cover photo with an 'Add a Cover' button. Both buttons are highlighted with red rectangles. Below the profile picture placeholder, the page name 'Anytown Gas Company' is displayed, followed by the text 'Be the first person to like this.' and a description: 'Anytown Gas Company is a fictional natural gas supplier. It has an excellent Public Awareness Program.' The page also has sections for 'About', 'Photos', and a 'Status' update area with a 'Write something...' text box and a 'Post' button. The bottom of the browser window shows a taskbar with various application icons and a system clock indicating 9:36 AM on 9/13/2013.

Profile Picture


Anytown Gas Company x natural gas - Google Search x

← → ↻ 🏠 <https://www.facebook.com/pages/Anytown-Gas-Company/601866449852358> ☆ 📧 📧 ☰

HTC Bookmarks BOOKS Mail Facebook NWS Miami County GIS Grainger FLOODPLAIN EnergyU Training Miami County Twitter Evernote » Other bookmarks

facebook Settings Logout

Admin Panel Edit Page Build Audience Help Show Ads Manager

 Add a Cover

Anytown Gas Company Be the first person to like this. Update Page Info ⚙

Community [?]
Anytown Gas Company is a fictional natural gas supplier. It has an excellent Public Awareness Program.

About Photos

Highlights

Status Photo / Video Event, Milestone +

Write something... Post

See Your Ad Here
Anytown Gas Company
Anytown Gas Company is a fictional natural gas supplier. It has an excellent Public Awareness Program.
Like · likes this.
Advertise your page

Recent

About Create Ad Create Page Developers Careers Privacy Cookies Terms Help

9:47 AM 9/13/2013

Cover

Anytown Gas Company

https://www.facebook.com/pages/Anytown-Gas-Company/601866449852358

HTC Bookmarks BOOKS Mail Facebook NWS Miami County GIS Grainger FLOODPLAIN EnergyU Training Miami County Twitter Evernote Other bookmarks

facebook Settings Logout

Advertise Your Page

811®

**Know what's below.
Call before you dig**

Change Cover

Anytown Gas Company
Be the first person to like this.

Update Page Info

Community [?]
Anytown Gas Company is a fictional natural gas supplier. It has an excellent Public Awareness Program.

About

Photos

Status Photo / Video Event, Milestone +

https://www.facebook.com/photo.php?fbid=601878906517779&set=a.601877616517908.1073741827.601866449852358&type=1

10:12 AM
9/13/2013

Status

Anytown Gas Company

https://www.facebook.com/pages/Anytown-Gas-Company/601866449852358

HTC Bookmarks BOOKS Mail Facebook NWS Miami County GIS Grainger FLOODPLAIN EnergyU Training Miami County Twitter Evernote Other bookmarks

facebook Settings Logout

Anytown Gas Company Timeline Recent Admin Panel

Advertise Your Page

Advertise your page

Recent

Joined Facebook

Anytown Gas Company

Be the first person to like this.

Update Page Info

Community (?)

Anytown Gas Company is a fictional natural gas supplier. It has an excellent Public Awareness Program.

About

811 Knowv C

Photos

Highlights

Status Photo / Video Event, Milestone +

NATURAL GAS TIP -
Your nose knows the distinct odor of natural gas. Although natural gas is odorless, an odorant has been added for your safety—so you can detect a gas leak.
If you smell gas, immediately call the Anytown Gas Company DAY (785-111-1111) OR NIGHT (785-111-1112)
If you smell gas in your home DO NOT use the home phone, go to your neighbor's house or use your cell phone outside of your home.

Post

Anytown Gas Company changed their cover photo.
5 minutes ago

Call before you dig.

Like · Comment · Share

10:18 AM
9/13/2013

Status Options

Anytown Gas Company x

https://www.facebook.com/pages/Anytown-Gas-Company/601866449852358

Apps HTC Bookmarks BOOKS Mail Facebook NWS Miami County GIS Grainger FLOODPLAIN EnergyU Training Miami County Twitter Other bookmarks

facebook Settings Logout

Anytown Gas Company Timeline Recent Admin Panel Promote Page

Community [?]
Anytown Gas Company is a fictional natural gas supplier. It has an excellent Public Awareness Program.

About Photos Likes

Highlights

Status Photo / Video Event, Milestone +

Write something... Post

Anytown Gas Company changed their cover photo.
September 13

Call before you dig.

Anytown Gas Company
September 13

NATURAL GAS TIP -
Your nose knows the distinct odor of natural gas. Although natural gas is odorless, an odorant has been added for your safety—so you can detect a gas leak.
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Like · Comment · Share

Ritalouisburg Cassida likes this.

Write a comment...
Press Enter to post.

Ritalouisburg Cassida Great Tip!!

See Your Ad Here
Anytown Gas Company
Anytown Gas Company is a fictional natural gas supplier. It has an excellent Public Awareness Program.
Like · likes this.
Promote Page

9:40 AM
10/10/2013

Status Options

The screenshot shows a web browser window displaying the Facebook page for 'Anytown Gas Company'. The browser's address bar shows the URL <https://www.facebook.com/pages/Anytown-Gas-Company/601866449852358>. The browser's bookmark bar includes links to 'Apps', 'HTC Bookmarks', 'BOOKS', 'Mail', 'Facebook', 'NWS', 'Miami County GIS', 'Grainger', 'FLOODPLAIN', 'EnergyU Training', 'Miami County', 'Twitter', and 'Other bookmarks'. The Facebook page header includes the 'facebook' logo, the page name 'Anytown Gas Company', and links to 'Timeline', 'Recent', 'Admin Panel', 'Settings', and 'Logout'. The page content shows a status post from 'Anytown Gas Company' dated September 13. The post text reads: 'NATURAL GAS TIP - Your nose knows the distinct odor of natural gas is odorless, an odorant has been added so you can detect a gas leak. If you smell gas, immediately call the Anytown Gas Company DAY (785-111-1111) OR NIGHT (785-111-1111). If you smell gas in your home DO NOT use your neighbor's house or use your cell phone outside of your home.' A context menu is open over the post, listing options: 'Pin to Top', 'Change Date...', 'Highlight', 'Hide from Page', 'Delete...', and 'Embed Post'. The 'Pin to Top' option is highlighted with a red box. The page also features a cover photo update and a sidebar with an advertisement for 'Anytown Gas Company'.

Anytown Gas Company

Timeline Recent

Admin Panel

Promote Page

Recent

2013

Highlights

Status Photo / Video Event, Milestone +

Write something...

Post

Anytown Gas Company changed their cover photo. September 13

Call before you dig.

Anytown Gas Company

September 13

NATURAL GAS TIP -
Your nose knows the distinct odor of natural gas is odorless, an odorant has been added so you can detect a gas leak.
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If you smell gas in your home DO NOT use your neighbor's house or use your cell phone outside of your home.

Like · Comment · Share

Ritalouisburg Cassida likes this.

Write a comment...
Press Enter to post.

Ritalouisburg Cassida Great Tip!!
Like · Reply · September 13 at 3:29pm

Anytown Gas Company changed their cover photo. September 13

See Your Ad Here

Anytown Gas Company

Anytown Gas Company is a fictional natural gas supplier. It has an excellent Public Awareness Program.

Like · likes this.

Promote Page

9:22 AM 10/10/2013

Pinned Post

- Pinned posts are Page posts that admins have chosen to display prominently at the top of their Page. A pinned post always appears in the top of a Page's timeline and has a flag in its top-right corner. A post a Page admin pins to the top of their Page will remain there for 7 days. After that, it will return to the date it was posted on the Page's timeline.
- Posts from people who like a Page are not eligible to be pinned posts. Page admins can only pin posts created by the Page.

Pinned Post

Anytown Gas Company x

https://www.facebook.com/pages/Anytown-Gas-Company/601866449852358

Apps HTC Bookmarks BOOKS Mail Facebook NWS Miami County GIS Grainger FLOODPLAIN EnergyU Training Miami County Twitter Other bookmarks

facebook Settings Logout

Anytown Gas Company Timeline Recent Admin Panel

Anytown Gas Company 1 like

Community (?) Anytown Gas Company is a fictional natural gas supplier. It has an excellent Public Awareness Program.

About Photos Likes

811 Know your limits

1

Highlights

Status Photo / Video Event, Milestone +

Write something...

Post

Anytown Gas Company changed their cover photo. September 13

Call before you dig.

Anytown Gas Company September 13

NATURAL GAS TIP -
Your nose knows the distinct odor of natural gas. Although natural gas is odorless, an odorant has been added for your safety—so you can detect a gas leak.
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If you smell gas in your home DO NOT use the home phone, go to your neighbor's house or use your cell phone outside of your home.

Like Comment Share

Ritalouisburg Cassida likes this.

Write a comment... Press Enter to post.

See Your Ad Here

Anytown Gas Company

Anytown Gas Company is a fictional natural gas supplier. It has an excellent Public Awareness Program.

Like likes this.

Promote Page

9:33 AM 10/10/2013

Highlighted Post

- Highlighted Posts let users amplify their status updates by expanding them to widescreen
- Highlighted Posts will always appear on users' timelines, while other posts will become hidden over time
- Highlighted Posts are free for all users and Pages
- A user or page admin can highlight any kind of post on their own Page including status updates, photos, offers, videos and questions
- Users can un-highlight a post at any time, and the post will revert back to its normal size

Highlighted Post

Anytown Gas Company x

https://www.facebook.com/pages/Anytown-Gas-Company/601866449852358

Apps HTC Bookmarks BOOKS Mail Facebook NWS Miami County GIS Grainger FLOODPLAIN EnergyU Training Miami County Twitter Other bookmarks

facebook Settings Logout

Anytown Gas Company Timeline Recent Admin Panel Promote Page

Write something... Post

Anytown Gas Company September 13

NATURAL GAS TIP -
Your nose knows the distinct odor of natural gas. Although natural gas is odorless, an odorant has been added for your safety—so you can detect a gas leak.
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DAY (785-111-1111) OR NIGHT (785-111-1112)
If you smell gas in your home DO NOT use the home phone, go to your neighbor's house or use your cell phone outside of your home.

Like · Comment · Share

Ritalouisburg Cassida likes this.

Write a comment...
Press Enter to post.

Ritalouisburg Cassida Great Tip!!
Like · Reply · September 13 at 10:29am

Anytown Gas Company changed their cover photo.
September 13

Anytown Gas Company changed their cover photo.
September 13

See Your Ad Here

Anytown Gas Company

Anytown Gas Company is a fictional natural gas supplier. It has an excellent Public Awareness Program.

Like · likes this.

Promote Page

Windows Taskbar: 9:36 AM 10/10/2013

Deleting a Post

The screenshot shows a web browser window displaying the Facebook page for 'Anytown Gas Company'. The browser's address bar shows the URL: <https://www.facebook.com/pages/Anytown-Gas-Company/601866449852358>. The browser's bookmark bar includes links to 'Apps', 'HTC Bookmarks', 'BOOKS', 'Mail', 'Facebook', 'NWS', 'Miami County GIS', 'Grainger', 'FLOODPLAIN', 'EnergyU Training', 'Miami County', 'Twitter', and 'Other bookmarks'. The Facebook page header includes the 'facebook' logo, the page name 'Anytown Gas Company', and links to 'Timeline', 'Recent', 'Admin Panel', 'Settings', and 'Logout'. The page content shows a post from 'Anytown Gas Company' dated September 13. The post text reads: 'NATURAL GAS TIP - Your nose knows the distinct odor of natural gas is odorless, an odorant has been added so you can detect a gas leak. If you smell gas, immediately call the Anytown Gas Company DAY (785-111-1111) OR NIGHT (785-111-1111). If you smell gas in your home DO NOT use your neighbor's house or use your cell phone outside of your home.' A context menu is open over the post, showing options: 'Pin to Top', 'Change Date...', 'Highlight', 'Hide from Page', 'Delete...' (highlighted with a red box), and 'Embed Post'. The Windows taskbar at the bottom shows various application icons, including Internet Explorer, File Explorer, Office applications, and a clock showing 9:22 AM on 10/10/2013.

Anytown Gas Company

Timeline Recent

Admin Panel

Promote Page

Recent

2013

Highlights

Status Photo / Video Event, Milestone +

Write something...

Post

Anytown Gas Company changed their cover photo. September 13

Call before you dig.

Anytown Gas Company September 13

NATURAL GAS TIP -
Your nose knows the distinct odor of natural gas is odorless, an odorant has been added so you can detect a gas leak.
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If you smell gas in your home DO NOT use your neighbor's house or use your cell phone outside of your home.

Like · Comment · Share

Ritalouisburg Cassida likes this.

Write a comment...
Press Enter to post.

Ritalouisburg Cassida Great Tip!!
Like · Reply · September 13 at 3:29pm

Anytown Gas Company changed their cover photo. September 13

See Your Ad Here

Anytown Gas Company

Anytown Gas Company is a fictional natural gas supplier. It has an excellent Public Awareness Program.

Like · likes this.

Promote Page

9:22 AM
10/10/2013

How to Like a Page

The screenshot shows a web browser window displaying the Facebook page for 'Anytown Gas Company'. The browser's address bar shows the URL: <https://www.facebook.com/pages/Anytown-Gas-Company/601866449852358>. The Facebook page header includes the company name 'Anytown Gas Company' and navigation links like 'Home', 'Find Friends', and 'Ritalouisburg'. The main content area features a large graphic with the number '811' and the text 'Know what's below. Call before you dig.' Below this, there is a profile picture of a gas burner and the company name 'Anytown Gas Company' with the tagline 'Be the first person to like this.' A red rectangular box highlights the 'Like' button, which is accompanied by a thumbs-up icon. To the right of the 'Like' button is a 'Message' button. Below the main content, there is a 'Community' section with a description: 'Anytown Gas Company is a fictional natural gas supplier. It has an excellent Public Awareness Program.' and a 'Photos' section with a small '811' logo. At the bottom of the page, there is a 'Post' section with a text input field and a 'Photo / Video' upload button. The Windows taskbar at the bottom shows various application icons and the system clock indicating 10:20 AM on 9/13/2013.

How to Like a Status

The screenshot shows a web browser window displaying the Facebook page for 'Anytown Gas Company'. The browser's address bar shows the URL: <https://www.facebook.com/pages/Anytown-Gas-Company/601866449852358>. The browser's bookmark bar includes links to HTC Bookmarks, BOOKS, Mail, Facebook, NWS, Miami County GIS, Grainger, FLOODPLAIN, EnergyU Training, Miami County, Twitter, Evernote, and Other bookmarks. The Facebook page header shows the company name 'Anytown Gas Company' and navigation links for Home, Find Friends, and Raleighsburg. The page content includes a 'Community' section with a description: 'Anytown Gas Company is a fictional natural gas supplier. It has an excellent Public Awareness Program.' Below this is a 'Highlights' section. The main content area shows a post from 'Anytown Gas Company' titled 'NATURAL GAS TIP -' with a text description: 'Your nose knows the distinct odor of natural gas. Although natural gas is odorless, an odorant has been added for your safety—so you can detect a gas leak. If you smell gas, immediately call the Anytown Gas Company DAY (785-111-1111) OR NIGHT (785-111-1112) If you smell gas in your home DO NOT use the home phone, go to your neighbor's house or use your cell phone outside of your home.' The post has a 'Like' button highlighted with a red box, and a 'Comment' button next to it. The post also shows a 'Share' button. The page footer includes a 'Chat' button and a system clock showing 10:21 AM on 9/13/2013.

Anytown Gas Company Timeline Recent

Community
Anytown Gas Company is a fictional natural gas supplier. It has an excellent Public Awareness Program.

About - Fix a Problem

811 Know v C

Photos Likes

Post Photo / Video

Write something...

Post

Anytown Gas Company changed their cover photo.
9 minutes ago

Call before you dig.

Like Comment Share

Anytown Gas Company 2 minutes ago

NATURAL GAS TIP -
Your nose knows the distinct odor of natural gas. Although natural gas is odorless, an odorant has been added for your safety—so you can detect a gas leak.
If you smell gas, immediately call the Anytown Gas Company DAY (785-111-1111) OR NIGHT (785-111-1112)
If you smell gas in your home DO NOT use the home phone, go to your neighbor's house or use your cell phone outside of your home.

Like Comment Share

Anytown Gas Company changed their cover photo.
12 minutes ago

Chat

10:21 AM
9/13/2013

How to Comment

The screenshot shows a web browser window displaying the Facebook page for 'Anytown Gas Company'. The browser's address bar shows the URL: <https://www.facebook.com/pages/Anytown-Gas-Company/601866449852358>. The browser's bookmark bar includes links to HTC Bookmarks, BOOKS, Mail, Facebook, NWS, Miami County GIS, Grainger, FLOODPLAIN, EnergyU Training, Miami County, Twitter, Evernote, and Other bookmarks. The Facebook page header shows the company name 'Anytown Gas Company' and navigation links: Home, Find Friends, Ritalouisburg, and a settings gear icon. Below the header, the page layout includes a 'Timeline' tab, a 'Recent' tab, and a 'Liked' button. A 'Create Page' button is also visible. The main content area features a post from 'Anytown Gas Company' dated '4 minutes ago'. The post text reads: 'NATURAL GAS TIP - Your nose knows the distinct odor of natural gas. Although natural gas is odorless, an odorant has been added for your safety—so you can detect a gas leak. If you smell gas, immediately call the Anytown Gas Company DAY (785-111-1111) OR NIGHT (785-111-1112) If you smell gas in your home DO NOT use the home phone, go to your neighbor's house or use your cell phone outside of your home.' Below the post text, there are buttons for 'Unlike', 'Comment', and 'Share'. A red box highlights the 'Comment' button. Below the 'Comment' button, there is a text input field containing the text 'Great Tip!!!'. A red box also highlights this input field. To the left of the post, there is a section for 'Highlights' and a 'Post' button. Below the 'Post' button, there is a section for 'Photo / Video' with a 'Write something...' text area and a 'Post' button. Below the 'Photo / Video' section, there is a section for 'Anytown Gas Company changed their cover photo. 11 minutes ago' with a 'Call before you dig.' image. The bottom of the screenshot shows a Windows taskbar with various application icons and a system clock indicating 10:23 AM on 9/13/2013.

Anytown Gas Company

Timeline Recent

Community

Anytown Gas Company is a fictional natural gas supplier. It has an excellent Public Awareness Program.

About – Fix a Problem

811 Know v C

Photos Likes

Highlights

Post Photo / Video

Write something...

Post

Anytown Gas Company changed their cover photo. 11 minutes ago

Call before you dig.

Anytown Gas Company 4 minutes ago

NATURAL GAS TIP -
Your nose knows the distinct odor of natural gas. Although natural gas is odorless, an odorant has been added for your safety—so you can detect a gas leak.
If you smell gas, immediately call the Anytown Gas Company DAY (785-111-1111) OR NIGHT (785-111-1112)
If you smell gas in your home DO NOT use the home phone, go to your neighbor's house or use your cell phone outside of your home.

Unlike Comment Share

You like this.

Great Tip!!!

Like Comment Share

Anytown Gas Company changed their cover photo.

Chat

10:23 AM 9/13/2013

How to Share

The screenshot shows a web browser window displaying the Facebook page for 'Anytown Gas Company'. The browser's address bar shows the URL: <https://www.facebook.com/pages/Anytown-Gas-Company/601866449852358>. The browser's bookmark bar includes links to HTC Bookmarks, BOOKS, Mail, Facebook, NWS, Miami County GIS, Grainger, FLOODPLAIN, EnergyU Training, Miami County, Twitter, Evernote, and Other bookmarks. The Facebook page header shows the company name 'Anytown Gas Company' and navigation links for Home, Find Friends, and Ritalouisburg. The page content includes a community description, a 'Community' section with a '811 Know v C' logo, and a post from 'Anytown Gas Company' dated '4 minutes ago'. The post features a 'Call before you dig.' logo and text about natural gas safety. The 'Share' button in the post's interaction bar is highlighted with a red box. The Windows taskbar at the bottom shows various application icons and the system clock indicating 10:23 AM on 9/13/2013.

Anytown Gas Company

Anytown Gas Company Timeline Recent

Community

Anytown Gas Company is a fictional natural gas supplier. It has an excellent Public Awareness Program.

811 Know v C

1

About - Fix a Problem

Highlights

Post Photo / Video

Write something...

Post

Anytown Gas Company changed their cover photo. 11 minutes ago

Call before you dig.

Anytown Gas Company 4 minutes ago

NATURAL GAS TIP -

Your nose knows the distinct odor of natural gas. Although natural gas is odorless, an odorant has been added for your safety—so you can detect a gas leak.

If you smell gas, immediately call the Anytown Gas Company DAY (785-111-1111) OR NIGHT (785-111-1112)

If you smell gas in your home DO NOT use the home phone, go to your neighbor's house or use your cell phone outside of your home.

Unlike · Comment · Share

You like this.

Great Tip!!!

Like · Comment · Share

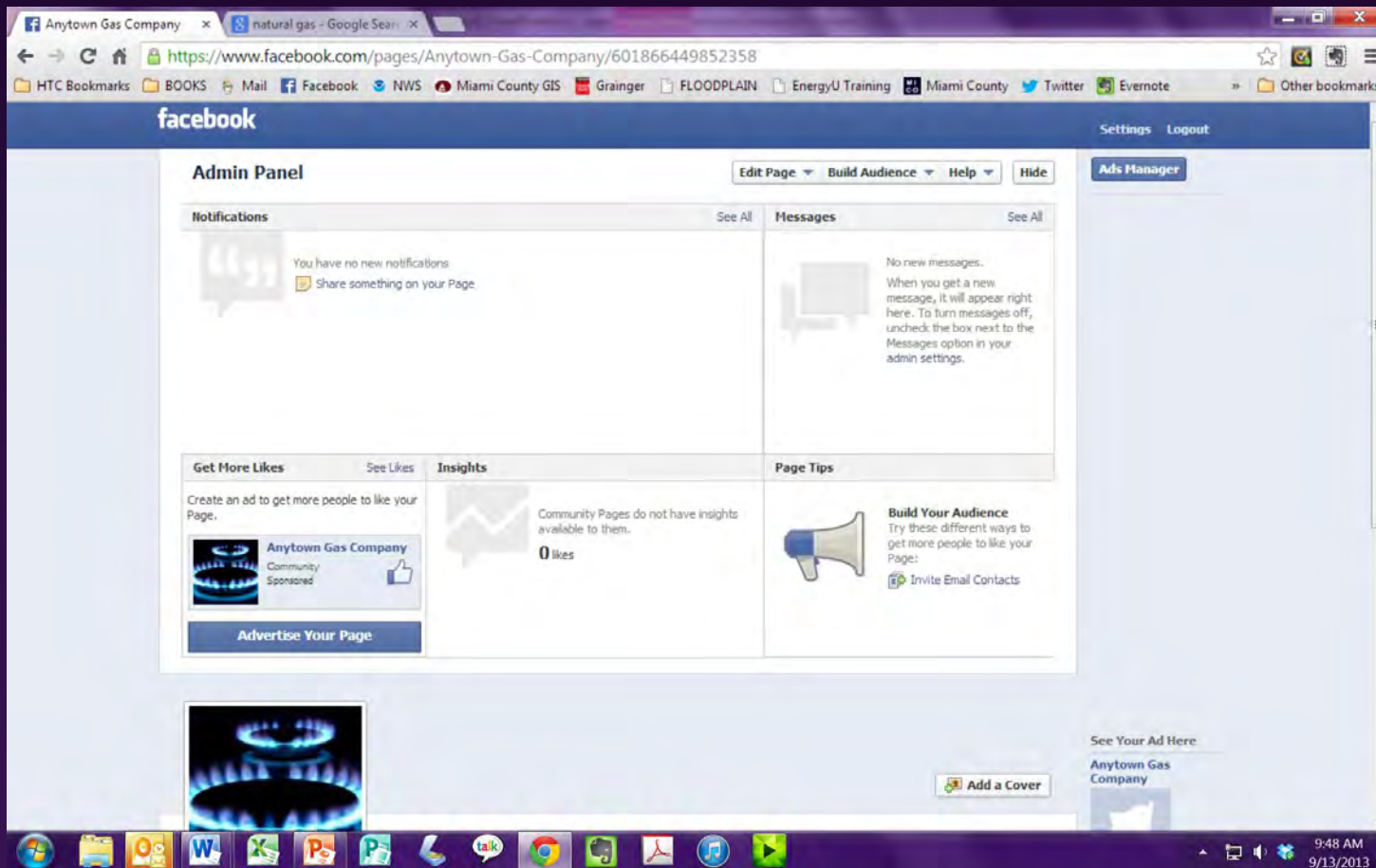
Anytown Gas Company changed their cover photo.

Chat

10:23 AM 9/13/2013

Admin Panel

- Show or Hide



Notifications

The screenshot shows a web browser window with the Facebook page for 'Anytown Gas Company'. The URL in the address bar is <https://www.facebook.com/pages/Anytown-Gas-Company/601866449852358>. The browser's bookmark bar includes 'HTC Bookmarks', 'BOOKS', 'Mail', 'Facebook', 'NWS', 'Miami County GIS', 'Grainger', 'FLOODPLAIN', 'EnergyU Training', 'Miami County', 'Twitter', 'Evernote', and 'Other bookmarks'. The Facebook page header includes the 'facebook' logo, 'Settings', and 'Logout' links. The 'Admin Panel' is visible, with tabs for 'Edit Page', 'Build Audience', 'Help', and 'Hide'. A red rectangle highlights the 'Notifications' section, which shows two notifications: 'Ritalouisburg Cassida commented on your status: "Great Tip!!" 24 seconds ago' and 'Ritalouisburg Cassida likes your status: "NATURAL GAS TIP - Your nose knows the..." 6 minutes ago'. To the right of the notifications is a 'Messages' section with the text 'No new messages. When you get a new message, it will appear right here. To turn messages off, uncheck the box next to the Messages option in your admin settings.' Below the notifications are sections for 'Get More Likes', 'Insights', and 'Page Tips'. The 'Get More Likes' section includes a sponsored post for 'Anytown Gas Company' with 1 like and an 'Advertise Your Page' button. The 'Insights' section shows 'Community Pages do not have insights available to them.' and '1 like'. The 'Page Tips' section includes a megaphone icon and the text 'Build Your Audience Try these different ways to get more people to like your Page: Invite Email Contacts'. At the bottom of the page is a large advertisement for '811 Know what's below.' with a gas burner image. The Windows taskbar at the bottom shows various application icons and the system clock indicating 10:30 AM on 9/13/2013.

Likes

Anytown Gas Company x Welcome to Facebook - L x

https://www.facebook.com/pages/Anytown-Gas-Company/601866449852358

HTC Bookmarks BOOKS Mail Facebook NWS Miami County GIS Grainger FLOODPLAIN EnergyU Training Miami County Twitter Evernote Other bookmarks

facebook Settings Logout

Admin Panel Edit Page Build Audience Help Show 1

Advertise Your Page

811 Know what's below. Call before you dig

Change Cover

Anytown Gas Company 1 like

Update Page Info

Community (?) Anytown Gas Company is a fictional natural gas supplier. It has an excellent Public Awareness Program.

About

811 Know v G 1

Photos Likes

See Your Ad Here

Anytown Gas Company

NATURAL GAS TIP - Your nose knows the distinct odor of natural gas. Although natural gas...

Like

Advertise your page

Recent

Joined Facebook

Highlights

https://www.facebook.com/photo.php?fbid=601878906517779&set=a.601877616517908.1073741827.601866449852358&type=1

10:31 AM 9/13/2013

Status – Likes & Comments

The screenshot shows a web browser window with the Facebook page of 'Anytown Gas Company'. The browser's address bar displays the URL: <https://www.facebook.com/pages/Anytown-Gas-Company/601866449852358>. The Facebook interface includes a top navigation bar with 'facebook' and links for 'Settings' and 'Logout'. Below this, the page header for 'Anytown Gas Company' features a profile picture, the name, and tabs for 'Timeline' and 'Recent'. A right-hand sidebar contains an 'Admin Panel' button and an 'Advertise Your Page' button.

The main content area displays a status update from 'Anytown Gas Company' posted '15 minutes ago'. The status text reads: 'NATURAL GAS TIP - Your nose knows the distinct odor of natural gas. Although natural gas is odorless, an odorant has been added for your safety—so you can detect a gas leak. If you smell gas, immediately call the Anytown Gas Company DAY (785-111-1111) OR NIGHT (785-111-1112) If you smell gas in your home DO NOT use the home phone, go to your neighbor's house or use your cell phone outside of your home.' Below the text, a red rectangular box highlights the interaction section, which includes a 'Like · Comment · Share' header, a notification that 'Ritalouisburg Cassida likes this.', a text input field for comments, and a comment from 'Ritalouisburg Cassida' stating 'Great Tip!!' with a 'Like · Reply · 4 minutes ago' timestamp.

To the left of the main status, a notification indicates that 'Anytown Gas Company changed their cover photo. 21 minutes ago'. The new cover photo features a logo with the letters 'OH' and the text 'Call before you dig.' Below this, another notification shows a cover photo change from '24 minutes ago' with a large green 'OH' logo.

The right sidebar also features an advertisement titled 'See Your Ad Here' with a gas burner image and the text 'Anytown Gas Company NATURAL GAS TIP - Your nose knows the distinct odor of natural gas...'. At the bottom of the page, a Windows taskbar is visible with various application icons, and the system clock shows '10:33 AM 9/13/2013'.

City of Louisburg Facebook

- Started November 30, 2009
- Used to Post a Variety of Items
 - City Events
 - City Projects
 - Job Openings
 - Utility Work
 - Other Public Notices
- First Natural Gas Post August 20, 2010
- Currently 1306 Likes
- Louisburg Population: 4,300
- www.facebook.com/LouisburgKS

Examples of Natural Gas Posts

- **NATURAL GAS TIP**

- Your nose knows the distinct odor of natural gas. Although natural gas is odorless, an odorant has been added for your safety—so you can detect a gas leak.
If you smell gas, immediately call the City of Louisburg Gas Department
DAY (837-5371) OR NIGHT (837-5373)
If you smell gas in your home DO NOT use the home phone, go to your neighbor's house or use your cell phone outside of your home.

- **NATURAL GAS TIP**

- IF YOU SMELL GAS CALL FAST!! AN EMPLOYEE IS ON CALL 24 HOURS A DAY. DAY(837-5371) OR NIGHT(837-5373)
- HOW TO RECOGNIZE A LEAK
 - * SIGHT—A dense fog, mist, or white cloud, bubbling in water and creeks, or discolored vegetation
 - * SMELL—A distinctive gas odorant
 - * SOUND—Whistling, hissing or roaring noise.

- **DIG SAFELY!!!!**

- For Your Safety and the Safety of Others
- CALL BEFORE YOU DIG!!
- Don't take a chance with your life or someone else's, you never know what is under the ground!
- Call KANSAS ONE CALL at 1-800-DIG SAFE (1-800-344-7233) or call 8-1-1
- OR visit them on the web at WWW.KANSASONECALL.COM

City of Louisburg Facebook

- No Info on Views of Natural Gas Posts until August 2011

Date	Views
August 2011	260
December 2011	190
April 2012	255
August 2012	456
December 2012	403
April 2013	142
August 2013	488

Actual Results on Facebook

The screenshot shows the Facebook page for "Louisburg KS". The page is viewed in a web browser with the address bar showing "https://www.facebook.com/LouisburgKS". The page header includes the name "Louisburg KS" and a search bar. Below the header, there are tabs for "Timeline" and "Recent". The main content area displays a post from "Louisburg KS" dated August 1, 2013, titled "NATURAL GAS TIP -". The post text reads: "Your nose knows the distinct odor of natural gas. Although natural gas is odorless, an odorant has been added for your safety—so you can detect a gas leak. If you smell gas, immediately call the City of Louisburg Gas Department DAY (837-5371) OR NIGHT (837-5373). If you smell gas in your home DO NOT use the home phone, go to your neighbor's house or use your cell phone outside of your home." Below the post, there are two red boxes: one around the text "4 people like this." and another around the text "488 people saw this post". The right sidebar shows a "Recent" list with years 2013, 2012, 2011, and 2010, and a "See Your Ad Here" section for "Louisburg KS". The bottom of the page shows a Windows taskbar with various application icons and a system clock indicating 11:05 AM on 8/29/2013.

Louisburg KS

https://www.facebook.com/LouisburgKS

HTC Bookmarks BOOKS Mail Facebook NWS Miami County GIS Grainger FLOODPLAIN EnergyU Training Miami County Twitter Evernote Other bookmarks

Louisburg KS

You are posting, commenting, and liking as Louisburg KS — Change to Rita J Cassida

Louisburg KS Timeline Recent

Like · Comment · Share

Louisburg KS July 12

Louisburg City Council Agenda July 15, 2013

LOUISBURG CITY COUNCIL
REGULAR MEETING
MONDAY, JULY 15, 2013
6:30 P.M.

...
Continue Reading ...

Like · Comment · Share

Louisburg KS July 9

City of Louisburg has a seasonal job opening in the Parks Department. Ideal candidate shall be experienced with a weed eater. Requires unrestricted drivers license. Salary DOQ. EOE. Apply at City Hall 5 S Peoria. For questions contact Rita Cassida at 837-5371.

Like · Comment · Share

1 1

817 people saw this post

Boost Post

Louisburg KS August 1

NATURAL GAS TIP -

Your nose knows the distinct odor of natural gas. Although natural gas is odorless, an odorant has been added for your safety—so you can detect a gas leak.

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If you smell gas in your home DO NOT use the home phone, go to your neighbor's house or use your cell phone outside of your home.

Like · Comment · Share

4 people like this.

Write a comment...

488 people saw this post

Boost Post

Louisburg KS July 1

Louisburg City Council Agenda July 1, 2013

LOUISBURG CITY COUNCIL
REGULAR MEETING

Like · Rita J Cassida likes this.

Promote Page

Chat

11:05 AM 8/29/2013

Questions



Contact Information

- Rita Cassida
- 913-837-5371
- cassida@mokancomm.net