

# Speaking Their Language: Public Engagement Through Social Media For Public Works

**Presenter(s):**

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**Abstract:** For any long-standing industry, let alone for public works departments that are often tight on budget and on staff, the thought of spending precious staff time on something like social media may seem like something nice to have, but not critical to operations. Recognizing that effective engagement of utility customers is an important part of managing systems goes a long way to understanding the range of benefits that can come from outreach. Social media is one way to quickly and cheaply communicate with customers, nurture the interest of young people who might someday enter public works careers, advertise the successes of your utility and generally increase awareness about the importance of water and water services. All of which can help a public works department encourage sustainable practices, convince rate payers of the importance of infrastructure investment and more. This session will cover strategies for effective engagement for public works departments through social media and examples from around the country.