

Queen Creek, Arizona

- Current population: 71,000
- Growth rate of 7-9% annually
- Median age: 34.1
- Median income: \$105,729
- Number of employees with the Town: 474
- Positions in Communications & Marketing Division:
 - Communications Manager
 - Public Information Officer, Public Safety
 - Marketing Specialist
 - Digital Media Specialist
 - Marketing Coordinator (focus on recycling & water conservation)



Lay of the Land in QC



- No public access cable channel
- Conversation happens 24/7
- Wide variety of private social media groups
- Limited traditional media outlets
- Town staff do not comment on non-official pages
- Town Council members run their own pages
- Inclusivity is important (closed captions, descriptions, etc.)
- Staff networks with other cities/towns and shares info, especially via organizations such as 3CMA

QC Social Media



Facebook pages

Queen Creek Town Hall

Town of Queen Creek Parks and Recreation (Official)

Queen Creek Fire & Medical

Horseshoe Park & Equestrian Centre (Official)

Downtown Queen Creek



Twitter handles

@TownofQC

@investtheqc



Instagram

Townofqueencreek



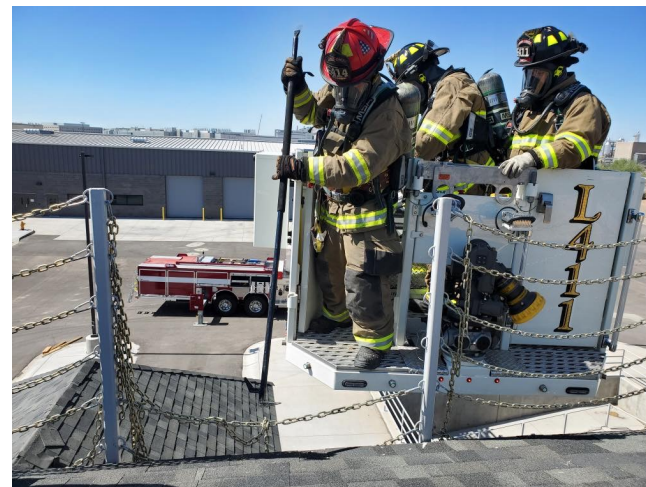
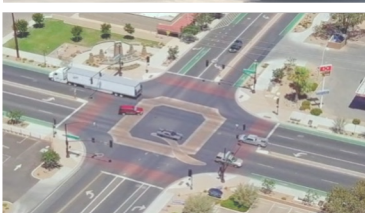
LinkedIn

Town of Queen Creek



Public Safety Concerns

- Accuracy is more important than speed
- Lots of interest from the public – often requesting more info than can be provided
- HIPPA laws and sensitive information
- Ongoing investigations



Tips for Office Holders

- Set limits on personal social media channels
- Respond and monitor any channel where your name appears
- Use quality control on the visuals you use
- Remember that nothing on social media is ever private
- Opportunity to share city/town posts, including your opinion when applicable
- Social media analytics change constantly – what works today may not work well tomorrow
- Good idea to be “verified” on platforms if you’re using as your official page



Tips for Office Holders



Meta offers resources and best practices for elected officials on both Facebook and Instagram

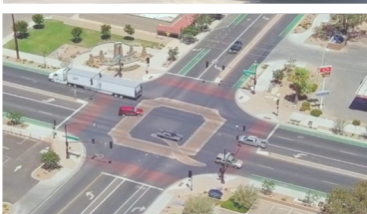
facebook.com/gpa/best-practices/elected-official

- Ensure your page is secure (2-factor authentication)
- Pin important announcements to the top of your page
- Use a variety of post types (photos, videos, live)
- If you want to run ads from your page, understand the rules

Tips for Office Holders

- Have fun
- Be authentic
- Use abbreviations and emojis with care
- Share information and use social media as an extended conversation
- Your staff is a resource – don't be afraid to ask!





Thank you!

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