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Using Social Media & the Web to Present and Share Information



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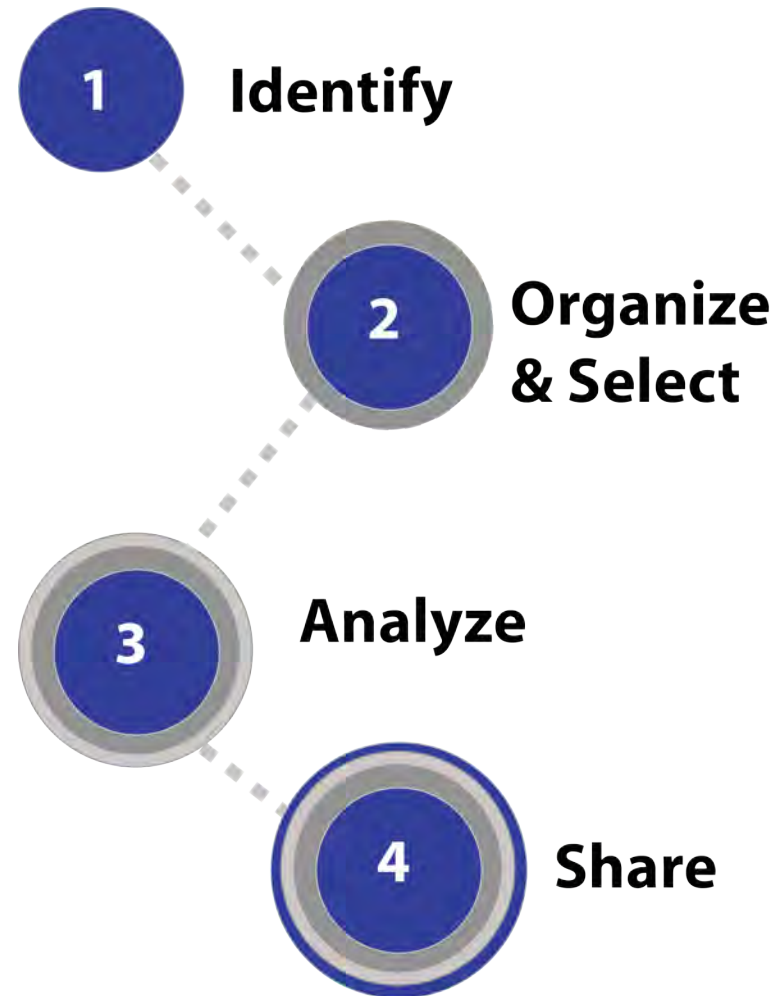
Today's Agenda

- Social Media and Planning
- Web Data
- Open Data
- Mapping and Visualization
- Fun with iPads!



Why Are We Here?

Most projects follow the same process



Using Social Media

Social Media in Planning & Development:

- ✓ Reach a wide audience
- ✓ Potential data source
- ✓ Potential measure of success
- ✓ Cost effective
- ✓ Forces brevity



Social Media as a Planning Tool

PICK THE RIGHT TOOL FOR THE JOB



Social Media as a Planning Tool

What do we use it for?

1. Outreach and branding
2. Sharing information
3. Source of data and information



1. Outreach and Branding

- ✓ Keep in touch with clients and constituents
- ✓ Establish identity for organization or project
- ✓ Promote involvement

Tools? All of them...



1. Questions to Ask

- Who is this for?
- What are we trying to accomplish?
- What is our timeline?
- Who are we trying to reach?

Example: UDG uses
Pinterest as a long
term branding tool



2. Sharing Information

- ✓ Remind stakeholders of important dates and events
- ✓ Promote latest reports, studies, products
- ✓ Empower communities with information

Tools?



2. Questions to Ask

- Who is this for?
- What are we trying to accomplish?
- What is our timeline?
- Who are we trying to reach?

Takeaway: Effective social media usage requires strategy



3. Source of Data & Information

- ✓ Get feedback on project or initiative
- ✓ Monitor outreach efforts
- ✓ Identify challenges or issues
- ✓ As a reliable indicator

Tools? All of them (if you know how)



3. Types Data and Information

Qualitative Information

- ✓ Press
- ✓ Direct communication
- ✓ Participation

What stakeholders tell you directly

Quantifiable Data

- ✓ Number of followers
- ✓ Frequency of mention
- ✓ Success of campaign

This can be found either directly or through data scraping



3. Data Scraping

Data scraping is the process of searching publically accessible websites...[and] retrieving or scraping all the relevant information about a brand, product, or service.

Uses in Planning:

- ✓ Measure progress
- ✓ Measure outreach
- ✓ Measure sentiment
- ✓ Generally locate potential stakeholders and allies
- ✓ And more! Much more!



3. Data Scraping

You don't have to be a programmer!

- ✓ Web services
- ✓ Plugins
- ✓ API's
- ✓ Macros for Excel and Google Spreadsheet



Tutorial – Data Scraping

Twitter Archiving Using TAGs and Google Spreadsheet

Author: Martin Hawkseye

Cost: Free

Resources: Google Drive, TAGs spreadsheet (latest version)

Derived from: <http://mashe.hawksey.info/2012/01/twitter-archive-tagsv3/>
(accessed on 9.19.2012)



Thanks!

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Open Data

- The idea that certain data should be freely available to everyone to use and republish as they wish, without restrictions from copyright, patents or other mechanisms of control.



Open Data Organization

- Keep it clean
- Easy to consume format (not a PDF!)
- Merge it!
- Static vs. Dynamic
- Metadata IS important
- Put it on the web and make it easy to find



Open Data Sources:

- [American FactFinder \(Census & ACS\)](#)
- [Data.gov \(U.S. government data portal\)](#)
- [InfoChimps.org](#)
- [OpenStreetMap.org](#)



Mapping & Visualization

- [Google Fusion Tables](#)
- [ESRI's ArcGIS.com](#)
- [Visual.ly](#)



Thanks!

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