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Title of your research project.

Measurement and Evaluation of Municipal Social Media: Insight from Front-Line Personnel in the United States

Description of research. Please provide a few sentences that explain the question and the methods employed in this research project.

Though social media are widely accepted by governments as strategic communication channels, municipalities often lack the resources necessary to effectively measure and evaluate the impact of social media communication as well as its relationship to strategic goals. This exploratory study investigates how U.S. municipalities utilize social media for strategic communication, focusing on efforts to effectively measure and evaluate that communication. Interviews with municipal personnel show a diverse set of approaches and motivations, with surface-level measurement and evaluation methods. Initial efforts at ad-hoc use of social media channels are slowly giving way to more deliberate strategies, but limited resources are common.

Did this project include Penn State students as researchers?

No

If yes to the above question, please state where it was published.

N/A

What problem do you address with your research?

To investigate how U.S. municipalities utilize social media for strategic communication, focusing on efforts to effectively measure and evaluate that communication.