

Washington County
Department of Land Use
& Transportation
Social media
style guide



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Introduction

Social media is an essential form of communication. According to the Pew Research Center, 70% of all adults in the United States use some form of social media, and 81% use YouTube (2021a). About 48% of these obtain their news from social media at least sometimes (Pew Research Center, 2021b).

The constituents who rely on social media deserve to receive timely, easy-to-understand and accurate information.

We must use this information wisely and responsibly as representatives of Washington County.

The following are guidelines for the creation of social media content.

Policies and compliance

Staff must be approved to use social media on behalf of the County and agree to follow these policies:

- [Social Media Policy](#)
- [Information Technology Services User Responsibility Policy](#)
- [Washington County Administrative Policies](#)
- [Public Records Retention](#)

We follow AP Style.

Objectives

- Create consistent, timely and meaningful communication.
- Achieve a consistent look and feel for LUT social media channels by using complimentary color palates, fonts and tones across all campaign branding.
- Maintain a professional, yet accessible, brand.
- Communicate clearly, with sensitivity to culture, social factors and language.

Branding

County brand

See: [Brand style guide and templates](#)



www.co.washington.or.us/LUT

#WashCoLUT

wc-roads brand



WC-ROADS



#F9AE42

#0073A2

#8AC440

WC-ROADS

www.wc-roads.com

#WashCoRoads

Sample emergency communication graphics

www.wc-roads.com

RAINY WEATHER TIP

Use extra caution
near pedestrians
and bicyclists



 Department of
Land Use & Transportation

www.wc-roads.com

CONSEJOS PARA UN CONDUCTOR RESPONSABLE

Mantenga la
información del
servicio de transporte
en su billetera



Safe Ride Contacts:

 Department of
Land Use & Transportation

www.wc-roads.com

RESPONSIBLE DRIVING TIP

Don't touch your phone, eat, drink or do other things that are distracting while driving.



Department of
Land Use & Transportation

www.wc-roads.com

**Recordatorio de
conducción estacional**

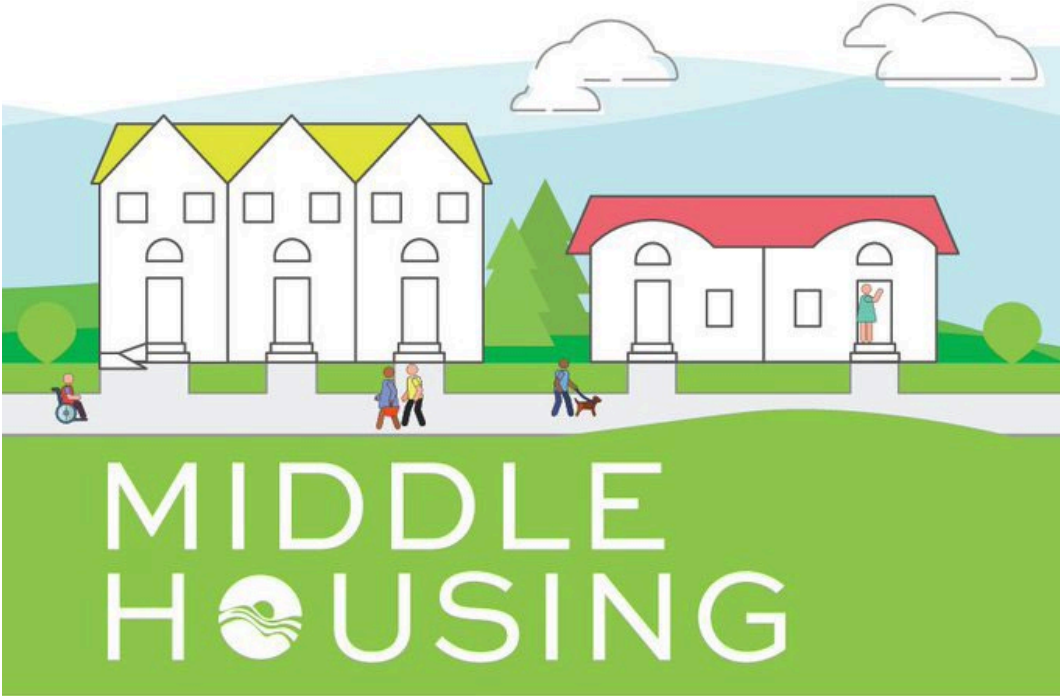
Recuerde quitar los neumáticos
tachonados antes del 31 de
marzo de cada año.



Department of
Land Use & Transportation



Sample Long Range Planning campaign graphics



MSTIP '23-'28

¿Qué es importante para usted?

“ El proyecto de la 10th Avenue ha hecho que nuestras instalaciones sean más accesibles para los pacientes que viven cerca. Las pasarelas y las señales peatonales han ayudado especialmente a que nuestros pacientes con limitaciones de movilidad se sientan más seguros.

— Juan Ugarte, Gerente de la Clínica Virginia Garcia Cornelius Wellness Center

..... Visite
www.MSTIP.washcoopenhouses.org/es

MSTIP: 10th Avenue, Completado 2018

Sample road construction project campaign graphics

OPEN FOR COMMENT!
ONLINE OPEN HOUSE

192ND AVENUE

URBAN ROAD MAINTENANCE
DISTRICT PROJECT



CENTURY BOULEVARD
TUALATIN VALLEY HIGHWAY

Online Open House





Cornell Road

102ND TO 113TH

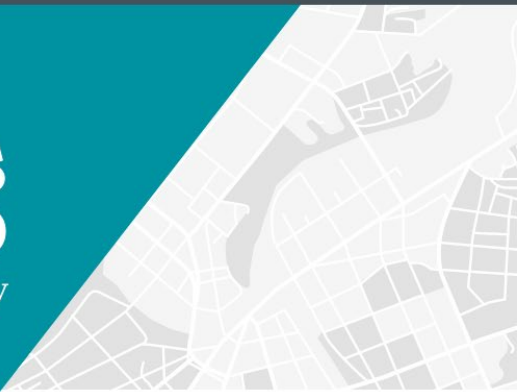
**CONSTRUCTION
KICKOFF**



CORNELIUS PASS ROAD

Frances Street to TV Highway

**CONSTRUCTION
KICKOFF**





Customer personas

Washington County is the most diverse county in Oregon in terms of race and ethnicity (U.S. Census Department, 2021). Washington County is largely rural, but also houses the largest employers in the state (Portland Business Journal, 2021). Although diverse, we can imagine the types of people who are likely to engage with County services and those we want to encourage to engage with us more.



Engaged constituent

Already informed; is approaching us for information ahead of release.

	Preferred Method of Communication <ul style="list-style-type: none">EmailPhoneFace-To-faceSocial Media	Tools They Need to Do Their Job <ul style="list-style-type: none">EmailWord Processing Programs
Name Vanya Regina Bruno		Their Job Is Measured By Advertising revenue, number of readers
Job Title Community advocate		
Age Age 65 or older	Job Responsibilities Investigate and share information	
Highest Level of Education Bachelor's degree (e.g. BA, B		Goals or Objectives Better the community
Social Networks 	They Gain Information By Aggressive research	
Industry Sales		Biggest Challenges <ul style="list-style-type: none">Collaboration & CreativityCommunicationResources
Organization Size Self-employed		



Engaged Environmental Advocate

Only bikes or walks and wants you to do the same. On top of latest climate research. Ready to report any flaws in the transportation system when it comes to bike and pedestrian access.

	Preferred Method of Communication <ul style="list-style-type: none">• Social Media• Face-To-face• Text Messaging	Tools They Need to Do Their Job <ul style="list-style-type: none">• Accounting and Bookkeeping Systems• Business Intelligence Dashboards
Name Donny Ewe		
Job Title Analyst		Their Job Is Measured By Files managed
Age 25 to 34 years	Job Responsibilities Managing finances	
Highest Level of Education Master's degree (e.g. MA, MS)		Goals or Objectives Environmental action
Social Networks 	Reports to Director	
Industry Finance		Biggest Challenges <ul style="list-style-type: none">• Problem Solving & Decision Making• Change Management
Organization Size 51-200 employees		

Interested constituent

Young, but engaged. Completed Chicas program and served as a student liaison to city council. Wants to be engaged in the community, but doesn't feel invited to the table.

	Preferred Method of Communication <ul style="list-style-type: none">• Text Messaging• Social Media	Tools They Need to Do Their Job <ul style="list-style-type: none">• Employee Scheduling Software• Invoicing Software
Name Maria Luis		
Job Title Sales clerk	Job Responsibilities Sales, product knowledge	Their Job Is Measured By Sales
Age 18 to 24 years		
Highest Level of Education High school degree or equivalent		
Social Networks 	Reports to Store manager	Goals or Objectives Become "an adult"
Industry Retail		
Organization Size 11-50 employees		Biggest Challenges <ul style="list-style-type: none">• Employee Morale• Problem Solving & Decision Making• Resources

Voice and tone

We post on both on channels that are the voice of the Washington County government and on channels that are the voice of the Department of Land Use & Transportation.

Washington County Facebook, Washington County Twitter, and Washington County YouTube

These are our most formal channels because they are the voice of the government. This is a voice of authority, but we should still be accessible and approachable to our constituents. Kind, but firm, and trustworthy.

Do not use language that may be offensive or insensitive. Be aware of cultural and social differences.

Avoid jargon and idioms that are difficult to translate; use plain language that can be easily translated. Target an 8th-grade reading level.

Messaging should be personable and professional. AP Style should be followed except where common abbreviations can be used without losing clarity, for example, Century Blvd instead of Century Boulevard.

Yes:

Interested in learning about Washington County's budget process and efforts to improve equity in the funding of County services? Attend the virtual Town Hall at 6 p.m. March 9 to ask questions and share your thoughts. More info at <http://ow.ly/ZxRb50I9inY>

No:

Prepare yourself to participate in the Board of Commissioners Town Hall Weds March 9th by watching the fifth informative video in a series called Budget Background.

<https://youtu.be/rLl7L88iJw>

Learn more about Washington County's budget process at WCOR.US/Budget

No:

Washington County's expert staff have prepared extensive budget plans. This information is being presented to the public as a courtesy; our experts have taken great care to ensure that essential services will be funded for the next fiscal year. Those wishing to learn more about the County budget funding allocation process may participate in a Town Hall on the 9th of March at 6 in the evening. Advanced registration is required. Please call the Washington County CAO's office for more information.

Washington County Roads Twitter

This channel is exclusive to LUT and is less formal than the County-wide social media.

Emergency alerts

Tone: Factual, informative, reassuring and not scary.

Graphics: Use preformatted graphics.

Photos: Photos may be used if they provide additional information. Do not show people involved in a traffic crash or vehicle license plates.

Language: Post information in English and Spanish (two separate posts). Pre-translated text is available for commonly shared information.

Traffic alerts

Tone: Factual, informative, optimistic.

Graphics: Preformatted or custom graphics.

Photos: Photos may be used if they show the area impacted.

Language: English and Spanish, depending on the extent of the impact.

Safety messages

Tone: Factual, may be serious or light-hearted, depending on the topic.

Graphics: Preformatted, custom or creative commons.

Photos: Relevant, light-hearted.

Language: English and Spanish.

Road construction campaign

Tone: Informative, light-hearted.

Graphics: Custom campaign.

Photos: Relevant, of the project area.

Language: English. Use Spanish only if the campaign is bilingual.

Content creation and curation

Content must be created thoughtfully for a specific purpose. Every post should convey timely, meaningful information in a way that can be easily understood. A call-to-action should be included.

Posts should include visuals and text descriptions. Both should hold meaning and value independently of the other.

Content from other sources may be shared only if:

1. The creator is a government agency or recognized source.
2. Is not a news media source.
3. Is not revenue-generating content.
4. Meets our community standards.
5. Content is relevant and valuable to our audience.

Agencies followed by our social media accounts should be government or other trustworthy sources.

Posting

Posts must be created with purpose, usually within the context of a specific campaign.

Tweets should be short and relevant. Content can be more casual than other sources, and engaging.

Facebook posts should be longer, but only providing essential information.

Posts should not overlap; they should be spaced throughout the week. Use Hootsuite to avoid conflicts.

Use positive language. Include a call-to-action; avoid telling people not to do something in a directive or authoritarian manner.

Follow AP Style. Exceptions: It is okay to use common abbreviations, such as Blvd for Boulevard.

Visuals

Visuals must be owned by Washington County, have a creative-commons license, or be used with permission. It is best to create unique content when possible.

Use consistent imagery for each campaign. Campaigns run simultaneously should be visually distinct and use different hashtags.

Visuals must be positive or neutral. Avoid images that may trigger a negative reaction in the viewer.

Conversation

Engage with comments when it is beneficial to do so. Answer questions, correct misinformation, and report concerns to the correct office.

Do not engage in negative or hostile conversations.

If a person posts profanity or abusive language, ask the poster to remove the message. If they do not do so, you may delete the post or block the poster.

Updates

This guide should be treated as a living document. The Communications Team should review changes periodically and update as needed.

References

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