

# outside the box

new strategies for new challenges



washington office of secretary of state

# approach

We are always asking ourselves:

- Does it further the public understanding?
- Does it foster a more engaged public?



# why go there?

## } News

- Elimination of the middle man
- 24/7 news cycle

## } How people live

- Always plugged in
- “Equals” in conversation

## } Financial

- Web is cheaper way to reach more



# objectives

## } Interactivity

- Engage the public

## } Accessibility

- Transparency
- Conversation

## } Education

- Key topics important to people
- Complex issues made relevant



# overview

## } Our program

- The evolution
- Profile & tool sites
- New projects

## } Getting there

- Open mindset
- Projecting outcomes



# additions

## } Expansion

- Twitter
- Facebook apps

## } New projects

- I Will Vote
- Find Your One Thing
- From Our Corner



# lessons

## } Takeaways

- **Keep the public first**
- Make it a priority
- Be strategic & selective
- Social media is not the message
- Brand consistency
- Outreach collaboration
- Put it in writing



# contact

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