



Marketing

with Little to No Budget

Social Media

- Increase citizens' accessibility to government
- Increase government's access to audiences
- Increase level of trust in government
- Provide additional communication channels



O K L A H O M A
DEPARTMENT OF ENVIRONMENTAL QUALITY

1.96
Billion

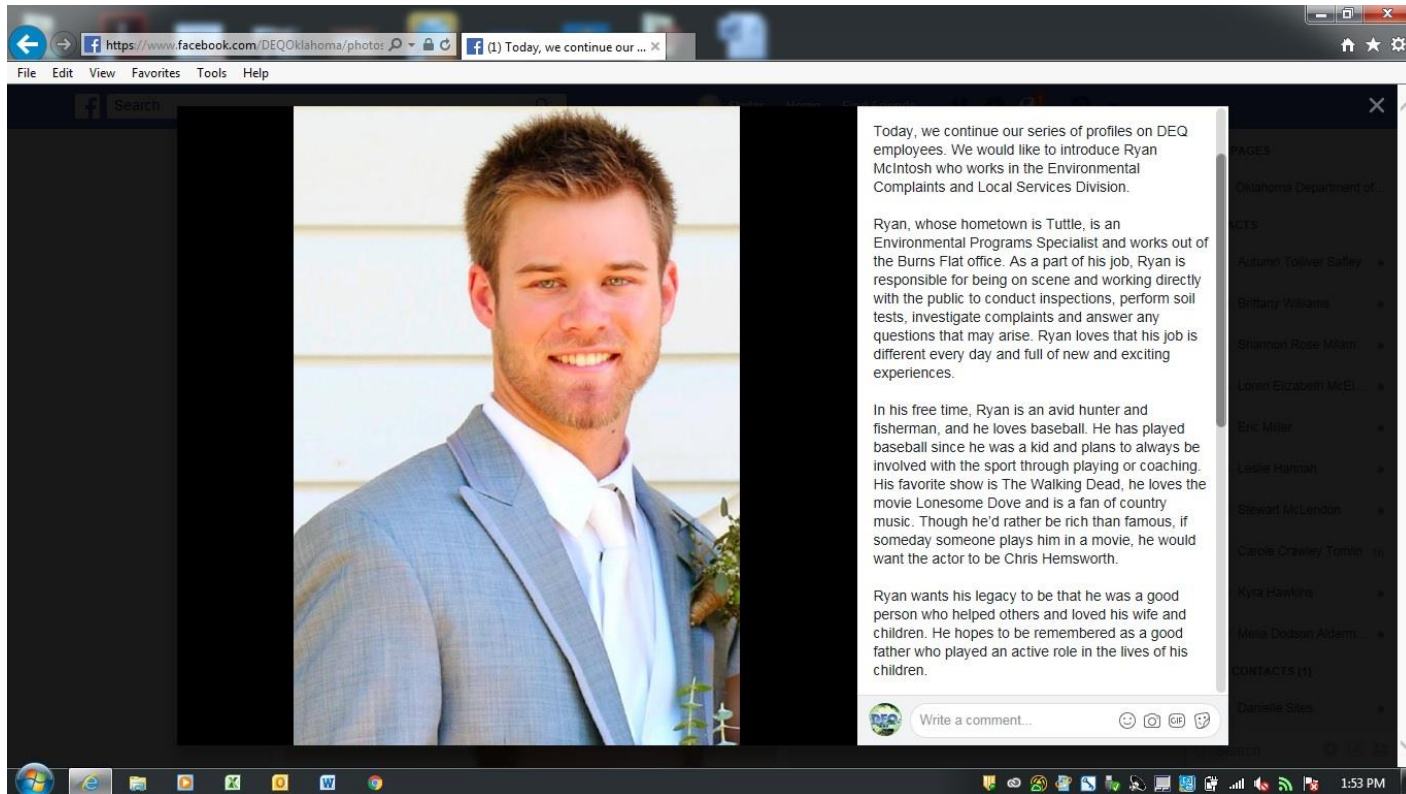


2.5
Billion

Family

Connections


Friends



https://www.facebook.com/DEQOklahoma/photos/... (1) Today, we continue our ... x

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Today, we continue our series of profiles on DEQ employees. We would like to introduce Ryan McIntosh who works in the Environmental Complaints and Local Services Division.

Ryan, whose hometown is Tuttle, is an Environmental Programs Specialist and works out of the Burns Flat office. As a part of his job, Ryan is responsible for being on scene and working directly with the public to conduct inspections, perform soil tests, investigate complaints and answer any questions that may arise. Ryan loves that his job is different every day and full of new and exciting experiences.

In his free time, Ryan is an avid hunter and fisherman, and he loves baseball. He has played baseball since he was a kid and plans to always be involved with the sport through playing or coaching. His favorite show is The Walking Dead, he loves the movie Lonesome Dove and is a fan of country music. Though he'd rather be rich than famous, if someday someone plays him in a movie, he would want the actor to be Chris Hemsworth.

Ryan wants his legacy to be that he was a good person who helped others and loved his wife and children. He hopes to be remembered as a good father who played an active role in the lives of his children.

Write a comment...

1:53 PM

Analyze the Analytics



Klout
Facebook Insights
Twitter Analytics

Timing is Everything

- Nearly 260,000 reached
- Almost as many shares
- 135 comments



Timing is Everything



Timing is Everything



Reached 23,500

154 New Followers



- Embrace criticism (it is frequently useful)
- Accept that odd things will happen



Questions?

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THANKS!!!