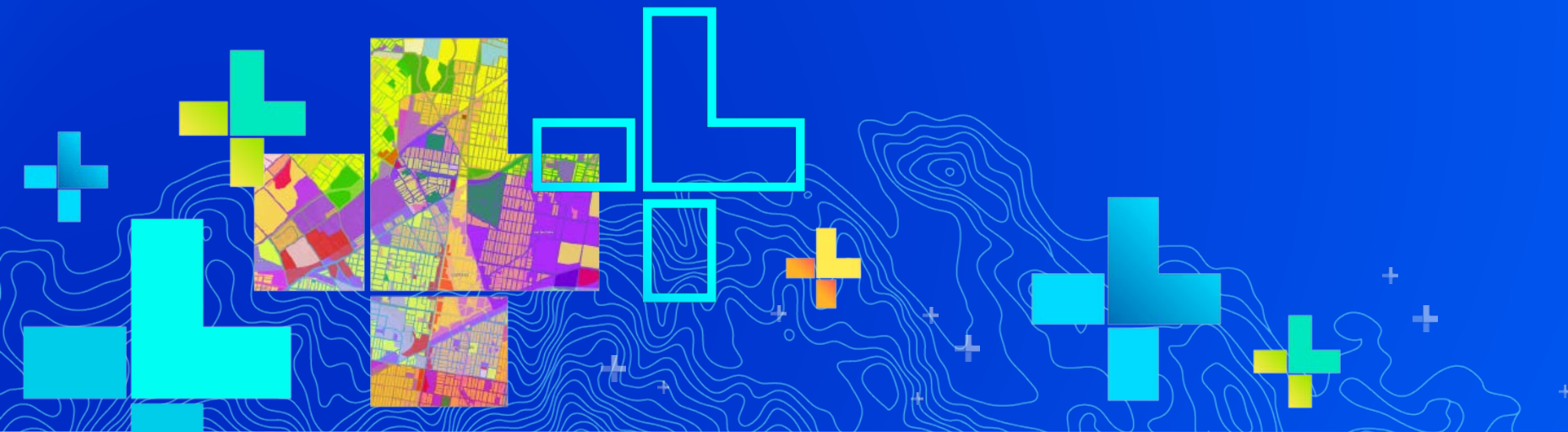


# Leveraging ArcGIS Online and Social Media to Enhance Community Engagement

Denton County, Texas

Sarah Hulshouser – GIS Project Manager



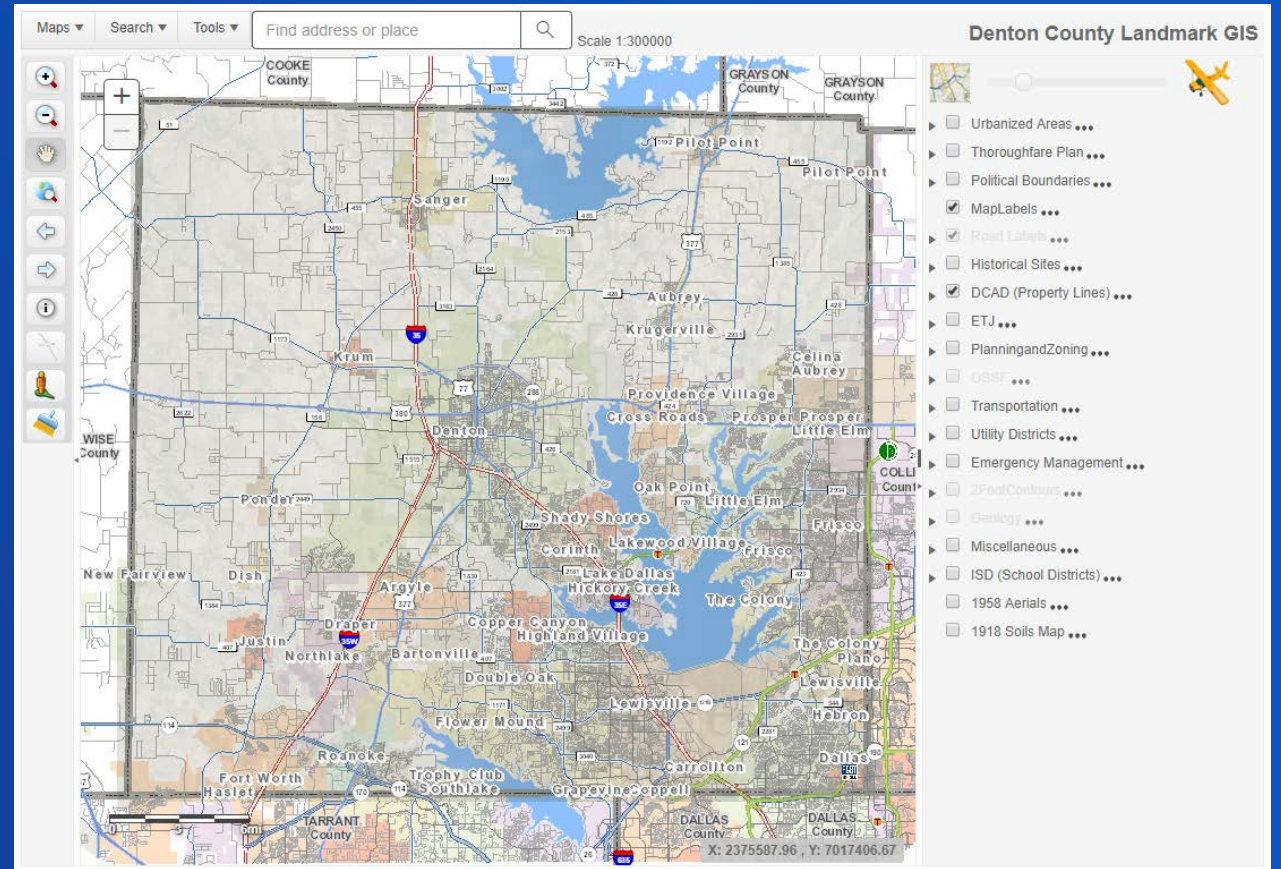
# Background

## *Denton County*

- 2018 population estimate >850,000
- 45 municipalities
- Increasing unincorporated population

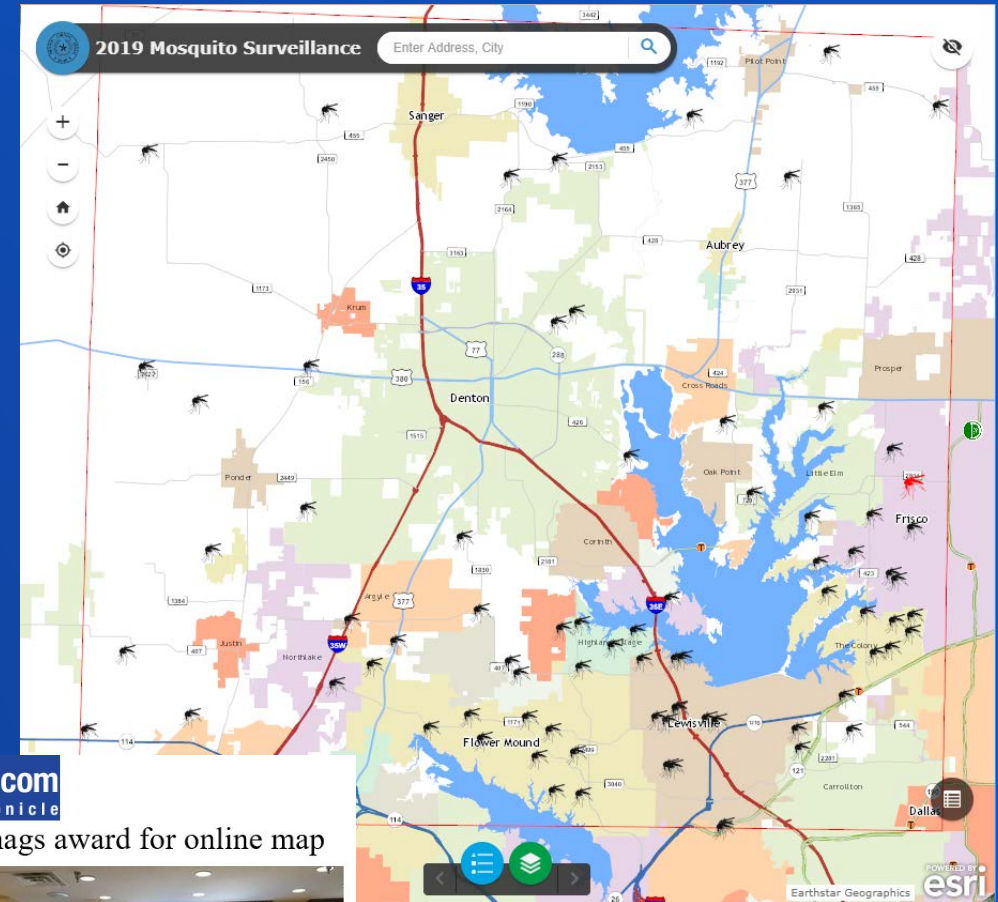
## *Web Presence*

- County Website
- Landmark Application

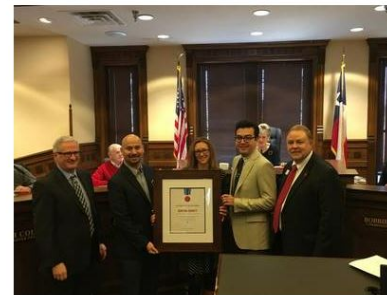


# ArcGIS Online

- Joined in August 2014
- Internal Workflows
- Story Maps & Survey123
- Back to Basics
- How to Get More Traffic?



DentonRC.com  
Denton Record-Chronicle  
Denton County snags award for online map





# Social Media


- Joined Twitter January 2015
- Legal Hurdles
- Slow Start
- What to Tweet?



# Social Media

**Denton County GIS**  
@DentonCountyGIS

When there are no #GIS Christmas sweaters, you have to get creative! Make your own at [bit.ly/2CwvpvSd](http://bit.ly/2CwvpvSd) @kosamari #UglySweaterDay #NotUgly #WouldTotallyWearThis



8:32 AM - 15 Dec 2017

2 Retweets 3 Likes

**Denton County GIS**  
@DentonCountyGIS

#HappyHalloween from Denton County GIS! Visit our Haunts of Denton County map... if you dare: [bit.ly/2yXuQm0](http://bit.ly/2yXuQm0)  
@DentonCountyTX @CHOSMuseum



7:55 AM - 31 Oct 2018

2 Retweets 10 Likes

Add another Tweet

**Dentonaut** @dentonaut · 31 Oct 2018  
Replying to @DentonCountyGIS @DentonCountyTX @CHOSMuseum  
Love it! More Denton Haunts ahoj from @WeDentonDolt that you can visit for #Halloween2018!



**THE FIVE MOST HAUNTED PLACES IN DENTON**  
Halloween season is upon us and the cool weather couldn't have got here soon enough! Of course it also means we can look forward to some of Denton's favorit...  
[wedentondolt.com](http://wedentondolt.com)

**Denton County GIS**  
@DentonCountyGIS

Need recipe ideas for #NationalCookieDay? Check out this map to find cookie recipes from all over the world:  
[food52.com/p/cookies-of-t...](http://food52.com/p/cookies-of-t...)



8:56 AM - 4 Dec 2018

1 Retweet 1 Like



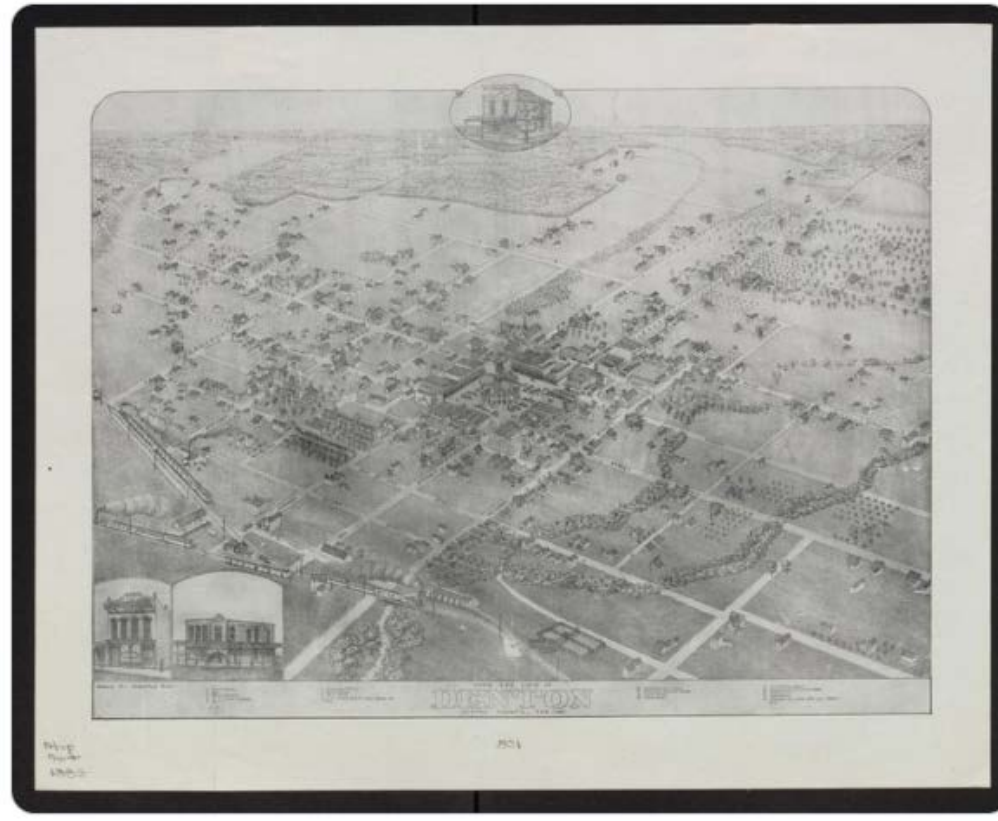
# Social Media



**Denton County GIS**

@DentonCountyGIS

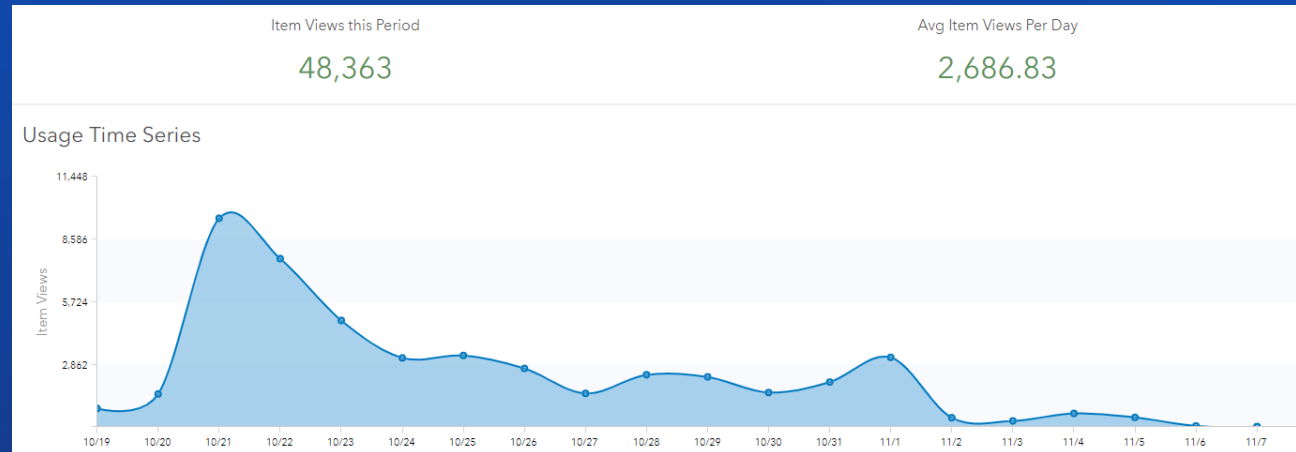
Want a chance to win a copy of this map of [#Denton](#) from 1883? Tell your friends to follow us! At 500 followers, we will draw a lucky winner. [#MapGiveaway](#)



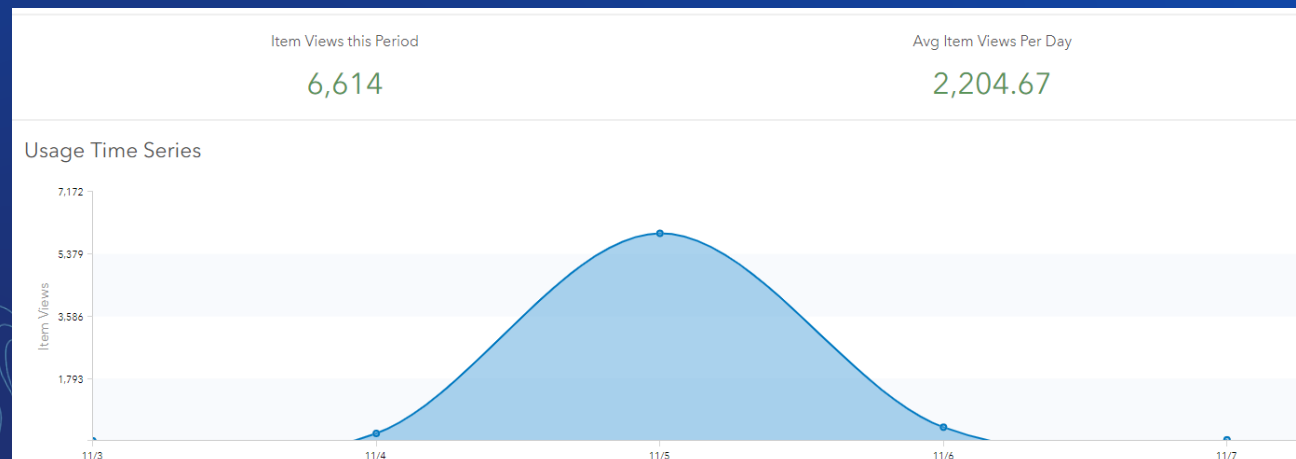
# Analytics








## November 2018 Election

### Early Voting



### Election Day



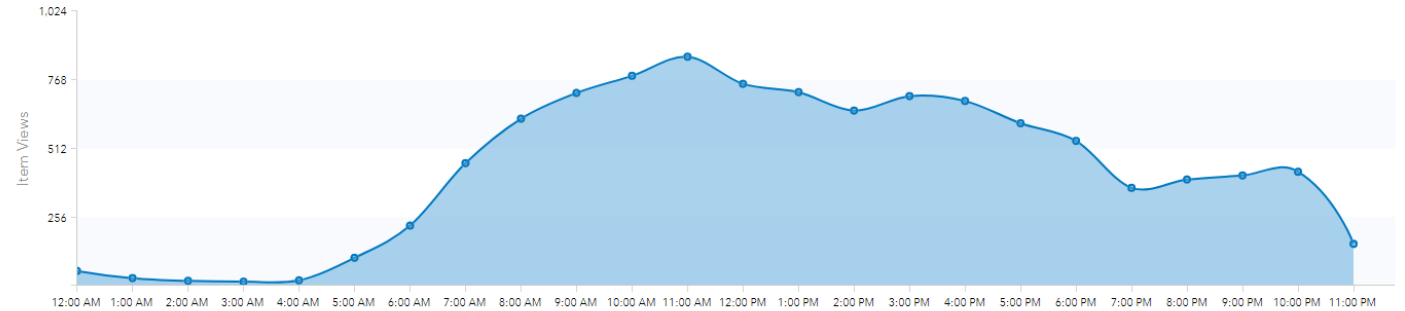
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Impressions | Engagements | Engagement rate |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-------------|-----------------|
|  <b>Denton County GIS</b> @DentonCountyGIS · Nov 6<br>Today is <b>#ElectionDay!</b> Find your polling location with our interactive map: <a href="http://bit.ly/2PcsIjM">bit.ly/2PcsIjM</a> . For more <b>#Election2018</b> information, visit <a href="http://VoteDenton.com">VoteDenton.com</a> . @DentonCountyTX @denton_vote pic.twitter.com/jt1d9pauXn<br><a href="#">View Tweet activity</a>                                                                                   | 585         | 9           | 1.5%            |
|  <b>Denton County GIS</b> @DentonCountyGIS · Nov 5<br><b>#EarlyVoting</b> may be over, but tomorrow is <b>#ElectionDay</b> . To find your polling location ahead of time, visit our interactive map: <a href="http://bit.ly/2PcsIjM">bit.ly/2PcsIjM</a> . For more election information, visit <a href="http://VoteDenton.com">VoteDenton.com</a> @denton_vote @DentonCountyTX pic.twitter.com/Ormuf14n0i<br><a href="#">View Tweet activity</a>                                     | 2,899       | 28          | 1.0%            |
|  <b>Denton County GIS</b> @DentonCountyGIS · Nov 2<br>Today (Friday, November 2nd) is the LAST DAY of <b>#EarlyVoting!</b> Polling locations are open 7 AM - 7 PM. Visit our interactive map to find a polling location near you: <a href="http://bit.ly/2EFbExT">bit.ly/2EFbExT</a> . For more election information, visit <a href="http://VoteDenton.com">VoteDenton.com</a> @denton_vote @DentonCountyTX pic.twitter.com/dPeE4ue6kT<br><a href="#">View Tweet activity</a>        | 887         | 3           | 0.3%            |
|  <b>Denton County GIS</b> @DentonCountyGIS · Nov 1<br>Only two more days of <b>#EarlyVoting!</b> During early voting, you can vote at any polling site in <b>#DentonCounty</b> . Visit our polling site map to find a location near you: <a href="http://bit.ly/2EFbExT">bit.ly/2EFbExT</a> . For more election information, visit <a href="http://VoteDenton.com">VoteDenton.com</a> @denton_vote @DentonCountyTX pic.twitter.com/CA71mqh0Xk<br><a href="#">View Tweet activity</a> | 2,162       | 21          | 1.0%            |
|  <b>Denton County GIS</b> @DentonCountyGIS · Oct 29<br>This week, <b>#EarlyVoting</b> polling locations are open 7 AM - 7 PM. <b>#GoVote</b> <a href="http://twitter.com/DentonCountyGIS">twitter.com/DentonCountyGIS</a> ...<br><a href="#">View Tweet activity</a>                                                                                                                                                                                                                 | 1,458       | 9           | 0.6%            |
|  <b>Denton County GIS</b> @DentonCountyGIS · Oct 26<br>Start your weekend off right and <b>#GoVote!</b> Find an <b>#EarlyVoting</b> polling location near you by visiting our interactive map: <a href="http://bit.ly/2EFbExT">bit.ly/2EFbExT</a> . For more election information, visit <a href="http://VoteDenton.com">VoteDenton.com</a> @denton_vote @DentonCountyTX pic.twitter.com/NiWlhPI0Xe<br><a href="#">View Tweet activity</a>                                         | 454         | 4           | 0.9%            |
|  <b>Denton County GIS</b> @DentonCountyGIS · Oct 22<br>Today is the first day of <b>#EarlyVoting</b> for the November 6th Election! For an interactive map of polling locations, visit <a href="http://bit.ly/2EFbExT">bit.ly/2EFbExT</a> . For more election information, visit <a href="http://VoteDenton.com">VoteDenton.com</a> @denton_vote @DentonCountyTX pic.twitter.com/15utXP4kP<br><a href="#">View Tweet activity</a>                                                  | 2,286       | 87          | 3.8%            |


# Analytics

## November 2018 Election *Early Voting*



Usage Time Series



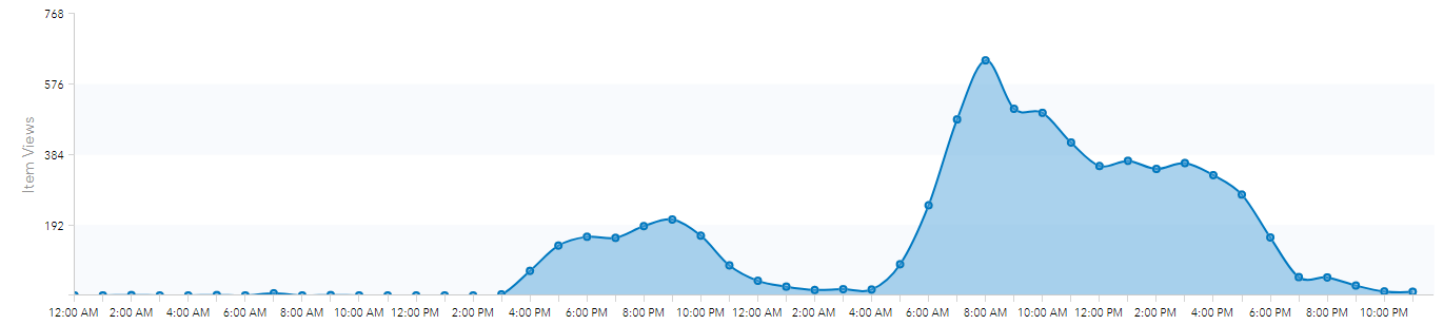
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Impressions | Engagements | Engagement rate |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-------------|-----------------|
|  <b>Denton County GIS</b> @DentonCountyGIS · Oct 22<br>Today is the first day of #EarlyVoting for the November 6th Election! For an interactive map of polling locations, visit <a href="https://bit.ly/2EFbExT">bit.ly/2EFbExT</a> . For more election information, visit <a href="https://VoteDenton.com">VoteDenton.com</a> @denton_vote @DentonCountyTX <a href="https://pic.twitter.com/l5utXPU4kP">pic.twitter.com/l5utXPU4kP</a><br><a href="#">View Tweet activity</a> | 2,286       | 87          | 3.8%            |



# Analytics

## November 2018 Election *Election Day*

Usage Time Series



**Denton County GIS** @DentonCountyGIS

#EarlyVoting may be over, but tomorrow is #ElectionDay. To find your polling location ahead of time, visit our interactive map: [bit.ly/2PcsIjM](https://bit.ly/2PcsIjM). For more election information, visit [VoteDenton.com](https://VoteDenton.com) @denton\_vote @DentonCountyTX



7:52 AM - 5 Nov 2018

3 Retweets 2 Likes

**Denton County GIS** @DentonCountyGIS

Today is #ElectionDay! Find your polling location with our interactive map: [bit.ly/2PcsIjM](https://bit.ly/2PcsIjM). For more #Election2018 information, visit [VoteDenton.com](https://VoteDenton.com). @DentonCountyTX @denton\_vote



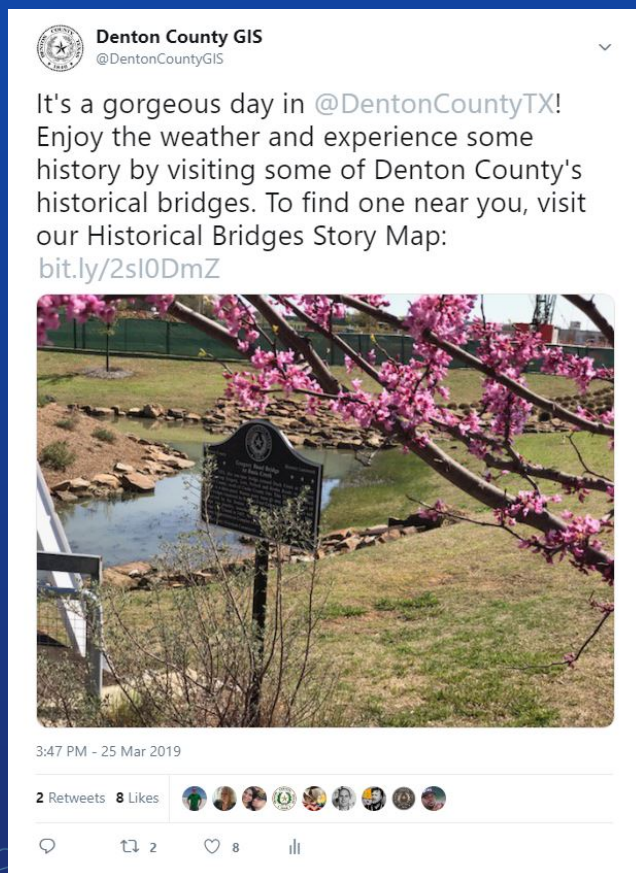
8:46 AM - 6 Nov 2018

2 Retweets 1 Like

|                                                                                                                                                                                                                                                                                                                                                                                                                    | Impressions | Engagements | Engagement rate |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-------------|-----------------|
| <b>Denton County GIS</b> @DentonCountyGIS · Nov 6<br>Today is #ElectionDay! Find your polling location with our interactive map: <a href="https://bit.ly/2PcsIjM">bit.ly/2PcsIjM</a> . For more #Election2018 information, visit <a href="https://VoteDenton.com">VoteDenton.com</a> . @DentonCountyTX @denton_vote pic.twitter.com/jt1D9pauXn<br>View Tweet activity                                              | 585         | 9           | 1.5%            |
| <b>Denton County GIS</b> @DentonCountyGIS · Nov 5<br>#EarlyVoting may be over, but tomorrow is #ElectionDay. To find your polling location ahead of time, visit our interactive map: <a href="https://bit.ly/2PcsIjM">bit.ly/2PcsIjM</a> . For more election information, visit <a href="https://VoteDenton.com">VoteDenton.com</a> @denton_vote @DentonCountyTX pic.twitter.com/OrmufI4n0i<br>View Tweet activity | 2,899       | 28          | 1.0%            |


# Analytics

## Historical Bridges Story Map



Usage Time Series



|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Impressions | Engagements | Engagement rate |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-------------|-----------------|
|  <b>Denton County GIS</b> @DentonCountyGIS · Mar 25<br>It's a gorgeous day in @DentonCountyTX! Enjoy the weather and experience some history by visiting some of Denton County's historical bridges. To find one near you, visit our Historical Bridges Story Map: <a href="https://bit.ly/2sl0DmZ">bit.ly/2sl0DmZ</a><br><a href="https://pic.twitter.com/nuSJwFATdU">pic.twitter.com/nuSJwFATdU</a><br><a href="#">View Tweet activity</a> | 1,272       | 62          | 4.9%            |

# Analytics

## Audience Insights

### OVERVIEW

Top interest

Dogs

### Device categories

| Device type                   | % of audience               |
|-------------------------------|-----------------------------|
| iOS devices                   | 72% <div><div></div></div>  |
| Android devices               | 27% <div><div></div></div>  |
| Blackberry phones and tablets | < 1% <div><div></div></div> |
| Mobile web on other devices   | 4% <div><div></div></div>   |
| Desktop and laptop computers  | 89% <div><div></div></div>  |

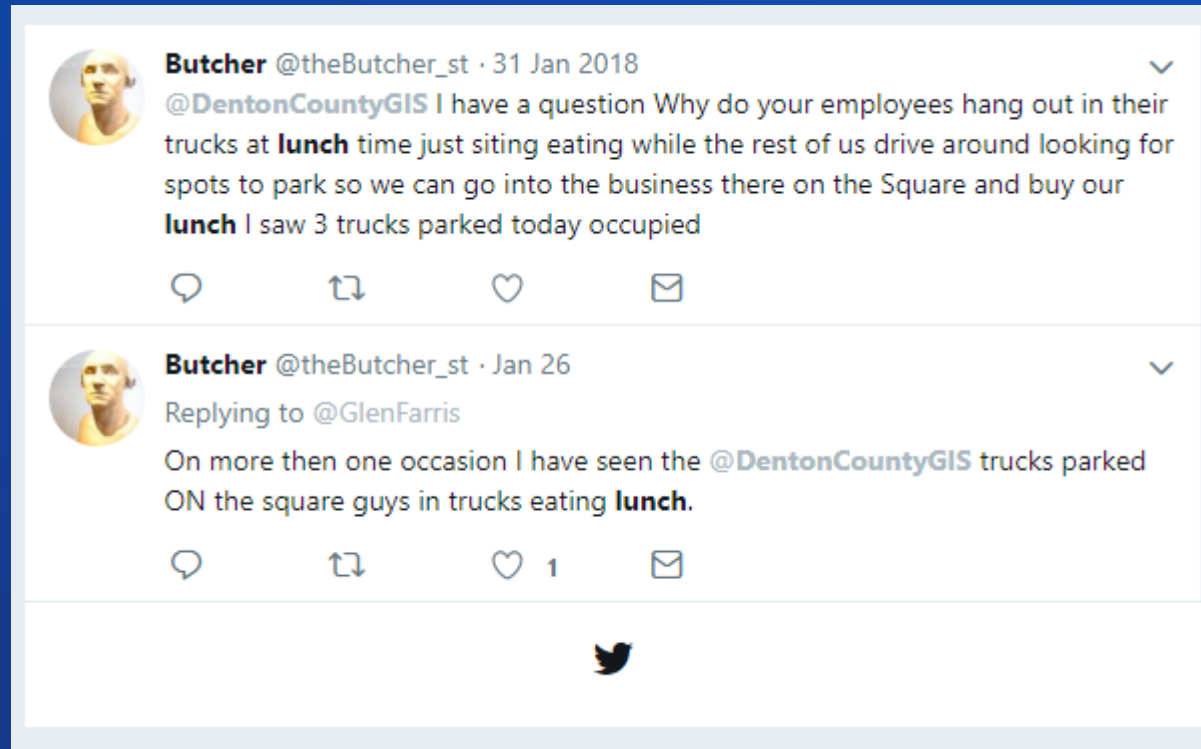
### Interests

■ Your followers ■ All Twitter Users

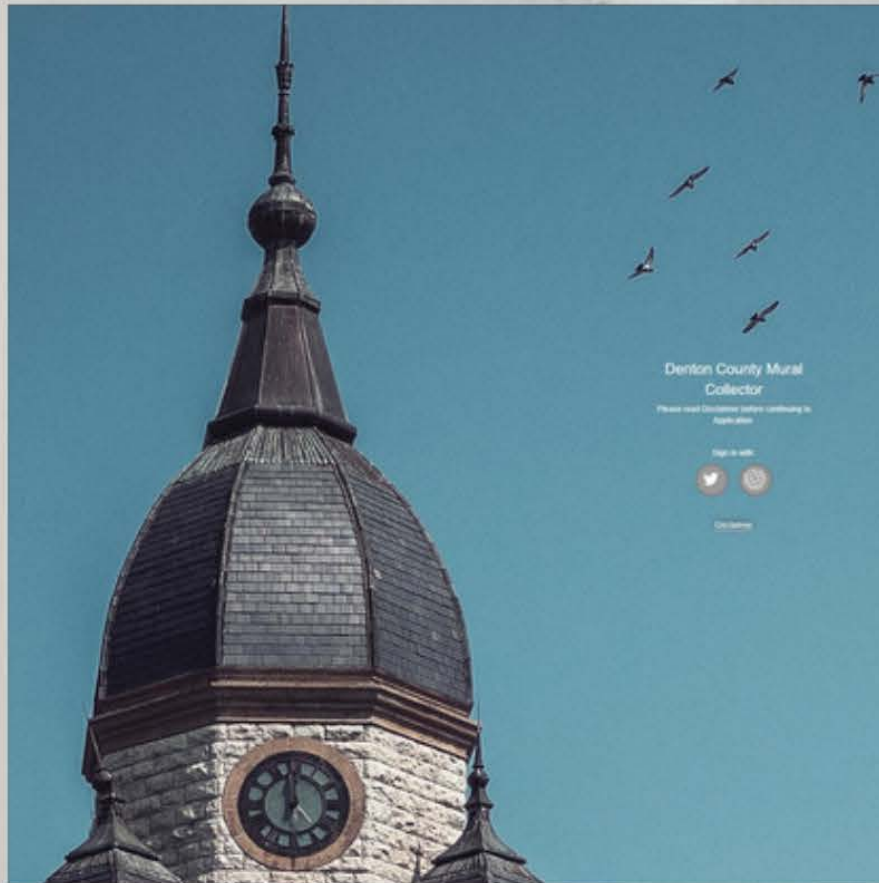
| Interest name                  | Comparison |                        | Difference |
|--------------------------------|------------|------------------------|------------|
| Dogs                           | 99%        | <div><div></div></div> | Equal      |
| Science news                   | 97%        | <div><div></div></div> | 19% more   |
| Weather                        | 96%        | <div><div></div></div> | 30% more   |
| Technology                     | 90%        | <div><div></div></div> | 25% more   |
| Sports news                    | 88%        | <div><div></div></div> | 6% more    |
| Sporting events                | 84%        | <div><div></div></div> | 13% more   |
| Politics                       | 82%        | <div><div></div></div> | 49% more   |
| Tech news                      | 78%        | <div><div></div></div> | 7% more    |
| Space and astronomy            | 75%        | <div><div></div></div> | 10% more   |
| Comedy (Hobbies and interests) | 75%        | <div><div></div></div> | 18% less   |



# It Wasn't Us!



# Mural Map



**Details**

Mural Name

Artist Name

Description (Location, history, etc)

Address

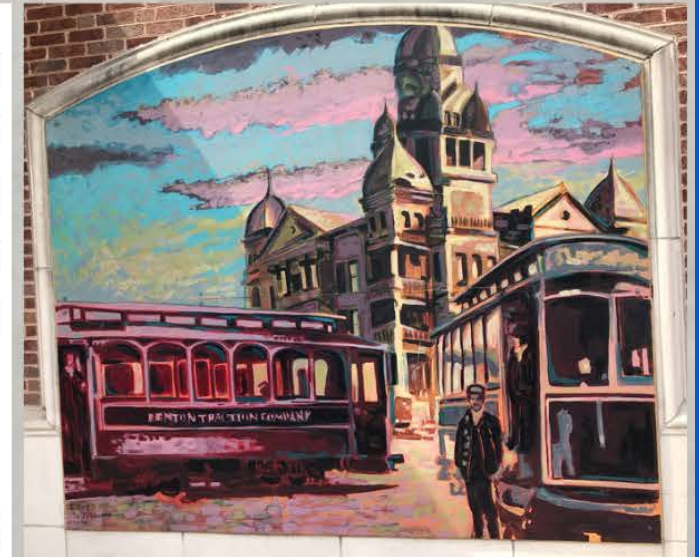
City

**Attachments**

**Location**

Click the map to draw the location.

Enter an address to search



## What it is

An application that collects pictures, information, and the location of murals in Denton County

## How to Help

To add a Mural, open the app, log in to Twitter or ArcGIS Online and submit to our Mural Collector.

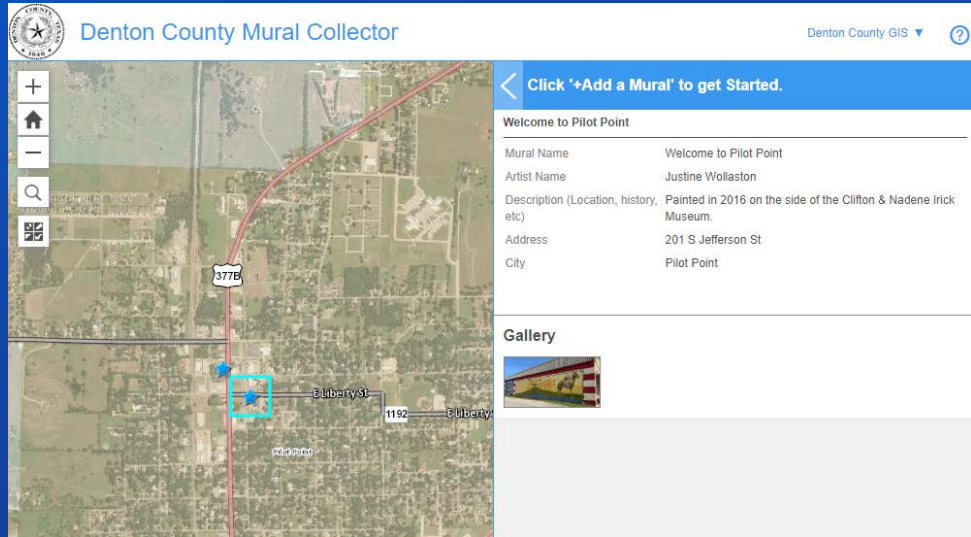
Be a Part of Something

**BIG!**





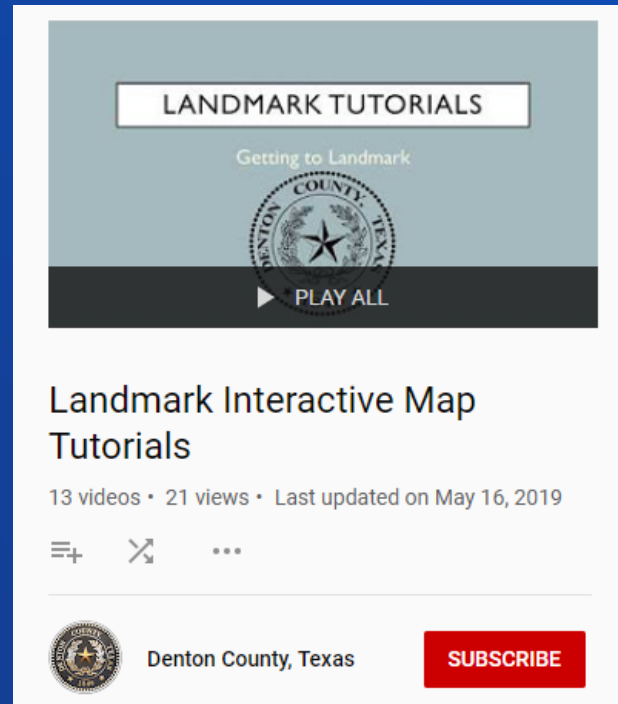
# Mural Map





# Next Steps

- More Crowd-Sourcing
- YouTube
- Partnerships



# Questions?

[DentonCounty.com/gis](http://DentonCounty.com/gis)

[@DentonCountyGIS](https://twitter.com/DentonCountyGIS)

[Sarah.Hulshouser@DentonCounty.com](mailto:Sarah.Hulshouser@DentonCounty.com)

