

Podcast: Placing Bets on the Next Social Platform, Snow Plows and Other Considerations in KCMO

Paul W. Taylor | Dustin Haisler | January 31, 2017



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Chris Hernandez, a former serial television reporter, became director of the Kansas City, Mo., Communications Office in 2013. In the years since, Chris has handled media relations for the city and his staff has grown the city's social presence — [@KCMO](#) among others.

In that time, he has learned that it matters when Mayor Sly James connects in real time with residents about when snow plows will be in their areas, and that social media does its best work when it connects people on the street, including but not limited to the city's Arts Walk.

Like many "government communicators," a category of work he initially struggled to embrace, Hernandez is circumspect in adding to the social media mix. It is no small decision, says Hernandez, because success depends on going all-in once you pull the trigger on a new platform. That said, he's glad KCMO took a pass on Vine but thinks Nextdoor is a natural and there may well be a fit for Snapchat.

Preview of Social Media Events

- GovTech Social Unconference - Coming to Atlanta in March 2017
- [#GSMCON2017](#) - Coming to Dallas in April 2017

PLAYLIST

Music heard on this episode:

- Streetheart, [Action](#) (1979)
- Fats Domino, [Kansas City](#) (1959)
- Eurythmics, [Would I Lie to You?](#) (1985)

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