

Creating an Agency that is Trusted, Values, and Loved

***2014 MRPA Webinar
March 25th, 2014***

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Charleston County Park and Recreation
Commission***

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2 Important Relationships in a Parks and Recreation Environment

Your Agency – The Public

Your Agency – Those that Govern You

Healthy Relationships

- Build a Foundation of Respect and Appreciation
- Really Listen
- Establish a Win-Win situation (Relationship Wins)
- Staying Involved with Each Other
- Never stop Communicating
- Be open to change and New Things
- Learn how to respectfully resolve conflict
- Don't ignore problems
- Be sensitive to what your partner likes
- Mutual Respect
- Trust
- Honesty
- Support

5 Things

1. Build a foundation of respect and appreciation
2. Be Sensitive to what your partner likes
3. Never Stop Communicating
4. Don't Ignore Problems – Resolve Conflict
5. Build Trust – Honesty – and Support

Respect and Appreciation

- © What is it that you are being asked to respect and appreciate?

Respect and Appreciation

Who is it that you would like to have
Respect and Appreciate you.

- ◎ The Public
- ◎ The people that Govern You

Know WHO your are

-
- ◎ Mission
 - ◎ Vision
 - ◎ Values

**THEY HAVE TO MEAN
SOMETHING!**

Mission

The Charleston County Park & Recreation Commission will *improve the quality of life in Charleston County* by offering a diverse system of park facilities, programs, and services.

Foundation Vision

All Charleston County residents and guests, regardless of income level, ethnicity, ability, or age, will be able to readily access and benefit from enjoyable, healthy, educational, cultural, and environmentally sustainable activities and experiences offered through the Charleston County Park and Recreation Commission's facilities, programs, and services.

Park Planning Vision

Through careful planning and analysis, Charleston County Park & Recreation Commission provides quality park facilities for the citizens of Charleston County, while protecting the natural and cultural resources. In keeping with the mission of our agency, thoughtful park planning ensures that we continue to improve quality of life for future generations.

Values

Community Enrichment

Fun

Leadership

Exceptional Service

Quality

Safety

Diversity

Health and Wellness

Accessibility

Stewardship

Building a Legacy

Once you know *who*
you are...
be who you are!

Why does your Agency exist?

What business are you in?

Public Service

Social Service

Be sensitive to what
“your partner” likes.

Be sensitive to what your partner likes.

- ◉ Comprehensive Parks and Recreation Plan
- ◉ Survey
- ◉ Pay Attention
- ◉ Go in to the Community to ask?
- ◉ What is your “competition” doing?
- ◉ Attendance Figures

Never stop
communicating

Communicating with those that Govern Us

◎ Address Obstacles

1. Direct Contact
2. Written Periodic Report
3. Advisory Group

Communicating with those that Govern Us

Find out what they are interested in.

1. Meet individually
2. Know who these people are
3. If a Committee Structure -Retreat

Communicating with the public

Social Media

Never Stop Communicating

Why Social Media ?

- Over a billion monthly active users
- 618 million daily active users on average
- 680 million monthly active mobile users
- Average age is 35
- Fastest growing demographic is women 55+
- 11 million businesses using Facebook Pages



Make your posts ENGAGING

- ◉ Visitor 'liking' the page
- ◉ Leaving a comment
- ◉ Sharing your status
- ◉ Posting a link
- ◉ Liking a post



Engagement

- ◉ Tweet about your programs memberships, and special events
- ◉ Provide updates about cancellations, hours, closures, etc.
- ◉ Search for mentions of your agency, parks, facilities, programs
- ◉ Interact with customers who have questions
- ◉ Live tweet during events with predetermined hashtag
- ◉ Interaction with media can be valuable publicity



As you post...Remember,

A Picture is worth a
thousand words.



**Charleston County Park & Recreation
Commission, South Carolina**

September 18, 2012

Great News! The South Carolina Aquarium's Sea Turtle Hospital will be releasing Murray, Hook, and Dewees on Wednesday at 4:30 at Kiawah Beachwalker Park. Be sure to arrive early to get a good spot, and try to carpool. Hope to see you out there! You can find details on location and park entrance fees here: <http://www.ccprc.com/beachwalker>

Tag Photo Add Location Edit

Like · Comment · Share · Edit

Alta Priester Campbell, Steve Hutton, Tammy Norris and 133 others like this.

56 shares



Trish Gma-sc Oresky God bless the good people that care for and rehabilitate these lovely creatures!! I am grateful!

September 18, 2012 at 1:56pm via mobile · Unlike · 5



Courtney Errigo Michael Errigo you should take the girls to this!



Write a comment...



06/30/2012

06/30/2012



Charleston County Park & Recreation Commission, South Carolina

August 3, 2012

This picture is guaranteed to make you smile! Caitlyn Manus enjoys her very first trip to the waterpark. — with Lisa Bertsimas Manus.

Tag Photo Add Location Edit

Like · Comment · Share · Edit

Julie Boulton Chaltain, Delrey Bower, George Bertsimas and 71 others like this.



Tom O'Rourke Best picture ever! We need to use that.

August 3, 2012 at 7:19pm · Unlike · 1



Lisa Bertsimas Manus That is my little girl - she is only 2 years old and FEARLESS!

August 3, 2012 at 7:34pm · Unlike · 1



Martha Soucy Bertsimas My gorgeous niece....crazy girl!

August 3, 2012 at 7:38pm · Unlike · 1



Kelly Dunn Flanders Lisa: seriously, you need to

Write a comment...



Charleston County Park & Recreation Commission, South Carolina

September 6, 2013

Fishin's hard work!



Like · Comment · Share

50 1 1



Kerry Hanson, Chris Pounder, Janice Rae Moore and 47 others like this.



Write a comment...



Doddie Maccoppleston So sweet.....

Like · Reply · September 6, 2013 at 7:33pm

Worth
A Thousand
Words



Commission, South Carolina


December 11, 2012

Like father, like daughter...Elizabeth Aulner of Mount Pleasant caught this 9lb Sheephead from the Mount Pleasant Pier while fishing with her father, Rich. It was caught with fresh mussels. Only a few weeks before, her dad caught one just as big.

[Tag Photo](#) [Add Location](#) [Edit](#)

[Like](#) [Comment](#) [Share](#) [Edit](#)

 Marine Marketing Group, Inc., Faces Are Fun: Face, Gestational & Body Painting, Lincoln Middle-High School Visual Art Programs and 58 others like this.

 1 share



Donna Ann Brewer What a grin!!!

December 11, 2012 at 9:58am · [Unlike](#) · [1](#)



TakeMeFishing.org Great catch Elizabeth! Can we share your big catch and great smile with our Take Me Fishing fans?

December 11, 2012 at 10:31am · [Unlike](#) · [2](#)



Charleston County Park & Recreation Commission, South Carolina Please do, TakeMeFishing.org! Elizabeth and her Dad are regulars at our Mount Pleasant Pier.

December 11, 2012 at 10:05am · [Like](#)



Write a comment...



Write a comment...

at our Mount Pleasant Pier.

TakeMeFishing.org! Elizabeth and her Dad are regulars at our Mount Pleasant Pier.



Charleston County Park & Recreation



**Charleston County Park & Recreation Commission,
South Carolina** shared Barbara Ray Spence's photo,
November 15, 2013

To quote the great Ferris Bueller: "Life moves pretty fast. If you don't stop and look around once in a while, you could miss it." I wonder how many people walked by this oak tree at James Island County Park, never noticing this guy?

Eastern Screech Owl at James Island County Park Birdwalk this morning! Such a cool bird!



Like · Comment · Share

👍 125 💬 6 📄 17

2,704 people saw this post

📣 Boost Post ▼

Worth
A Thousand
Words



Charleston County Park & Recreation Commission, South Carolina

October 3, 2013

How to get your mother's attention... — at Caw Caw Interpretive Center County Park.



"Mom, mom, mommy, ma, mom, mom, ma, ma, mommy, mommy..." "WHAT!!..." "hi!"

Like · Comment · Share · Tag Photo

54 20

2,342 people saw this post

Boost Post



Charleston County Park & Recreation Commission, South Carolina shared Steve DuPree's photo.

Posted by Lisa Knisley White [?] · February 20

Foggy Folly morning today.

Foggy sunrise at the "Edge" today. — at Folly Beach Edwin S Taylor Fishing Pier.



© Steve DuPree Jr

Like · Comment · Share

Steve Hutton, Lynn Jenness, Kerry Hanson and 112 others like this.

Steve Hutton, Lynn Jenness, Kerry Hanson and 112 others like this.

Like · Comment · Share

© Steve DuPree Jr

Content Curation

Best Practices

Fans want to know that you're listening, and many social media managers often overlook this.

- Answer questions asked or simply say, "Thanks!"
- Be sure to tag the fan in your response so he's notified of the response.
- The fan will often "like" your comment, thus continuing the conversation and further boosting your visibility.



Best Practices

Or at least pretty good practices, most of the time.



- Let your fans get to the people behind the programs and your agency culture.
- You might be surprised by the response!



Best Practices

**Charleston County Park & Recreation Commission, South Carolina**
February 7

It's a beautiful (but chilly) day shooting SUP Yoga video with WCIV | ABC News 4 for our new commercial.

 Tag Photo

 Add Location

 Edit

Like · Comment · Share · Edit

 Steve Hutton, Kim McPeake, Ashleigh Moon Patrick and 101 others like this.

 17 shares

**Allison Carris** Is this a park program? How do I join?
Unlike · Reply · 1 · February 12 at 9:22pm

**Charleston County Park & Recreation Commission, South Carolina** Hi Allison - We have SUP fitness classes starting up in the spring. You can get more details here: <http://ccprc.com/SUPfitness>

**Charleston County Parks and Recreation - SUP Fitness**
ccprc.com
SUP Fitness

Like · Remove Preview · February 12 at 10:07pm

 Write a reply... 

**Jill Haack** Yes! Alice! Cannot wait for warmer weather! This snow is killing me! Do you VS1 ID?

 Write a comment... 



Charleston County Park & Recreation Commission, South Carolina

October 30, 2012

Congratulations to our Youth Athletics Coordinator, Love Ishie!

At the recent SCRPA (South Carolina Recreation and Parks Association) Conference, Love was awarded the Southern District Merit award for his contribution in the area of leadership, job performance, public relations, and education. And just a few days later, he took the Oath of Allegiance to the United States to officially become a U.S. Citizen! Big week for Love!

[Tag Photo](#) [Add Location](#) [Edit](#)

[Unlike](#) · [Comment](#) · [Share](#) · [Edit](#)

[Charleston County Park & Recreation Commission, South Carolina, Stephen Hartley Fernandez, Palmetto Youth Connections-Trident \(Berkeley, Charleston, Dorchester\), Steve Hutton and 23 others like this.](#)

1 share



Linda Stump Congratulations Love for all your hard work.

October 30, 2012 at 1:42pm · [Unlike](#) · [1](#)



[Write a comment...](#)

Best Practices



**Charleston County Park & Recreation
Commission, South Carolina**
December 31, 2012

Happy New Year from all of us at your Charleston
County Parks!

[Tag Photo](#) [Add Location](#) [Edit](#)

[Like](#) · [Comment](#) · [Share](#) · [Edit](#)

[Escape to Kiawah, Patrick Malley, Pat Del Grosso and 98 others like this.](#)



Sandra Reed Happy New year. Hope to visit the
great parks much more often in 2013

January 1 at 8:28am · Edited · Unlike · 2



Deb Bruser Happy New Year !!!

January 1 at 9:40am via mobile · Unlike · 1



Tina Krauss Keisler Same to y'all!

January 1 at 10:05am · Unlike · 1



Doddie Maccopleston Hope your year is the best
ever!!!! Charleston County loves you!!!!

January 1 at 5:50pm · Unlike · 1



[Write a comment...](#)

Best Practices



Charleston County Park & Recreation Commission, South Carolina

October 31, 2013

Happy Halloween from Your Charleston County Parks! — with Bea Billingsley and 22 others.



Like · Comment · Share

81 7 2

2,346 people saw this post

Boost Post

Best Practices

- Be in the moment



Charleston County Park & Recreation
Commission, South Carolina

September 1, 2012

Beach day? Yes, please. www.beachparks.com

Tag Photo Add Location Edit

Like · Comment · Share · Edit

Endia Mitchell Plunkett, Shawn Crawley, Tamar Sternfeld and 58 others like this.



Ashley SoGorgeous Roman The water looks blue
September 1, 2012 at 11:58am via mobile · Unlike · 1



Shannon Byrd Oh how i miss you....
September 1, 2012 at 12:00pm · Unlike · 1



Roger Claiborne Wish Hollie and I were there
September 1, 2012 at 12:04pm · Unlike · 1



December Marrie Wish I was there.
September 1, 2012 at 12:46pm · Unlike · 1



Timeless Resin Statues Bright blue skys
September 1, 2012 at 1:13pm · Unlike · 1



Write a comment...

Best Practices

- Be in the moment



Mobile Uploads 7 of 10

Tag Photo Options Boost Post Share Like

**Charleston County Park & Recreation Commission, South Carolina**
September 8, 2013

The pups are loving Dog Day Afternoon at Whirlin' Waters!

Tag Photo Add Location Edit

Like Comment Share Edit

Steve Hutton, Toya Davis, Brook Carter and 75 others like this.

22 shares

 **Dennis Herzog** Where are you in this Picture?
Like Reply September 9, 2013 at 8:31pm

 **Timeless Resin Statues** Looks like their all having fun
Like Reply September 14, 2013 at 11:07am

 Write a comment... 

Best Practices

- Be thankful



Timeline Photos

Tag Photo Options Boost Post Share Like



**Charleston County Park & Recreation
Commission, South Carolina**

November 9, 2013 · Edited

Along with some awesome Boeing employees, we did a marsh sweep around the Cooper River Marina recently and recovered 89 plastic bottles, 14 glass bottles, 59 aluminum cans, 1 helmet, 2 life preservers, and a myriad of bottle caps, lids, plastic bags, styrofoam pieces, cigar/cigarette butts, etc. In just one hour.

Tag Photo Add Location Edit

Like · Comment · Share · Edit

Steve Hutton, Kim McPeake, Citadel STEM Center of Excellence and 70 others like this.



Catherine T Giles My daughter, Sarah Giles, helped organize this! So very proud of her!

Like · Reply · 2 · November 9, 2013 at 1:05pm



**Charleston County Park & Recreation
Commission, South Carolina** She's doing a great job, Catherine T Giles. We're lucky to have her on board!

Like · November 18, 2013 at 9:25am



Write a reply...



Write a comment...

Best Practices

- Be thankful



Timeline Photos

Tag Photo Options Boost Post Share Like



**Charleston County Park & Recreation
Commission, South Carolina**

October 1, 2013

Thank you, thank you to all of our 2013 waterpark visitors. Working together, y'all made a huge difference this summer by diverting 16,300 pounds of leftover food and serving ware from landfills. Instead, it will be composted and a portion of that compost returned to enrich your parks.

Tag Photo Add Location Edit

Like · Comment · Share · Edit

Kevin Davis, Mark Madden, Patrick Malley and 22 others like this.



Alice Ryno Eastman Excellent!

Unlike · Reply · 1 · October 1, 2013 at 2:38pm



Bekah Cantwell Yay! And that's Splash Island's compost and trash bins!!

Unlike · Reply · 1 · October 1, 2013 at 2:36pm



Write a comment...

Best Practices

- Be thankful



**Charleston County Park & Recreation
Commission, South Carolina**

January 4

We are thrilled to report that because of you, we collected 15,177 pounds of food during the Holiday Festival of Lights! That's 12,648 meals! Thank you all for your generosity and for helping the [Lowcountry Food Bank](#) on their mission to feed the poor and hungry of the ten coastal counties of SC.

Tag Photo

Add Location

Edit

Like · Comment · Share · Edit

Steve Hutton, Kim McPeake, Tina J Rhodes and 94 others like this.

1 share




Write a comment...






Best Practices

- Be sponsor smart



Latin American Festival
Sunday, October 6
North Charleston Wannamaker County Park

Charleston County Park & Recreation Commission, South Carolina
September 30, 2013

Celebrate the sights and sounds of the Latin world on October 6 at the Latin American Festival! Live Salsa and Merengue music will fill the air while you sample authentic food and crafts and plenty of activities for families to enjoy. Sponsored by Southern Eagle SC, Verizon Wireless, and Kimbrell's Furniture. <http://ccprc.com/LAF>

Tag Photo Add Location Edit

Like · Comment · Share · Edit

Bob Studebaker, Erica Ramos-Grajales, Diana Carrion and 11 others like this.

20 shares

Charleston Lowcountry Kitchens looking forward to a spectacular event.
Unlike · Reply · 1 · September 30, 2013 at 9:02am

Charleston County Park & Recreation Commission, South Carolina So are we - This is such a fun event!
Like · 1 · September 30, 2013 at 9:08am

Write a comment...

Best Practices

- Be generous



Charleston County Park & Recreation Commission, South Carolina

Posted by CharlestonCounty ParkandRecreation [?] · Yesterday · Edited

It's time for Name That Celebrity Mullet! We will draw two winners from all correct answers to win a free registration to the Mullet Haul Trail Run this Saturday. Contest ends tonight at 8:00 p.m. We'll announce the winners in the morning.

The Foot Store Palmetto Brewing <http://ccprc.com/MulletHaul>



Like · Comment · Share

2

Best Practices

- Be flirty



**Charleston County Park & Recreation
Commission, South Carolina**

February 14

Hey you - we kinda have a crush on you. *Blush*

[Tag Photo](#) [Add Location](#) [Edit](#)

[Like](#) [Comment](#) [Share](#) [Edit](#)

[Alexis Archila](#), [Sharon B. Jackson](#), [Kate Kandul](#) and 103 others like this.

19 shares

The Foot Store We love our park system and staff!!
Unlike · Reply · 1 · February 14 at 11:01am

Wendy Gypsy Rose Love ya right back!
Unlike · Reply · 1 · February 14 at 9:18am

Misty Wimmer Right back at ya!
Unlike · Reply · 1 · February 14 at 9:12am

Suzanne Marie Bennett Why, thank you! Ditto.
Unlike · Reply · 1 · February 14 at 9:11am

KI Camagna Very cute
Like · Reply · February 15 at 11:33pm

Write a comment...



Best Practices

- Be silly. (Sometimes and very carefully.)



Charleston County Park & Recreation Commission, South Carolina

February 12 · Edited

Sorry folks, parks are closed. Moose out front shoulda told ya.

UPDATE: 2/13/14 All facilities will open Thursday at 12:00pm. Wannamaker North Trail & Palmetto Islands Dog Park will remain closed until staff can assess conditions.



Like · Comment · Share

69

Kim McPeake, Lia Chmiel Jackson, Melissa Bernhardt and 443 others like this.

Recent Activity

Kim McPeake, Lia Chmiel Jackson, Melissa Bernhardt and 443 others like this.

Recent Activity

Like · Comment · Share

69

Best Practices

Best Practices



Anke Leitner

This is an awesome park. great programs, bike trails, water park, facilities, staff and atmosphere. We loved it there. Wish it would be closer to Texas. we would be there all the time. thanks for having us!!!!

Unlike · Comment · August 14, 2012 at 9:19am



Charleston County Park & Recreation Commission, South Carolina likes this.



Charleston County Park & Recreation Commission, South

Carolina Thank you very much for the kind words, Anke! I'm glad y'all enjoyed your time here! Come back to see us!

August 14, 2012 at 3:59pm · Like · 1



Anke Leitner Other parks nationwide should look at this one as an example how to create an awesome park!

August 15, 2012 at 8:11am · Unlike · 1



Charleston County Park & Recreation Commission, South

Carolina Awwwww...you're making us blush! We are lucky to live in a community that supports its park system and appreciates our mission.

August 15, 2012 at 8:45am · Like · 1

Best Practices



Marsha Guerard

January 19 near Charleston, SC

We walked the dogs today in Palmetto Island County Park. First time i've been there in probably a year or so. What a pretty place to walk! And the kids' play section is really awesome these days. The Charleston County Park & Recreation Commission, South Carolina and the Charleston Parks Department are both local government agencies I think are terrific. They add such beauty to our lives. I cannot imagine life without parks and libraries.

Unlike · Comment · Share

5 3



Charleston County Park & Recreation Commission, South Carolina, Dora Hartsell, Lynn Smith and 2 others like this.



Peg Farrar Yeah. I like my tax dollars going for things that everyone can enjoy!

January 19 at 2:03pm · Unlike · 2



Nancy Jo Swan We were there last week with our dogs on the trails. Commented on the same.

January 19 at 8:42pm · Unlike · 1



Charleston County Park & Recreation Commission, South Carolina Thanks Marsha! Thank you for the kind words, and we're glad you're enjoying your county parks!

January 21 at 8:10am · Like · 1

Best Practices

- ◉ Keep it short and sweet
- ◉ Always respond to @mentions
- ◉ Vary your tweets
- ◉ Make sure your retweets reflect your agency's values
- ◉ #Don't #hashtag #every #word #in #the #tweet #annoying
- ◉ Space them out



- ◉ Shorten those links (bit.ly)

80/20 Rule

“80% of the content you publish or share should pertain to things that really matter to your audience. The other 20% can be about your products and services.”

Why?

- No one wants to hear a sales pitch from you every day.
- We're conditioned to ignore a lot of blatant sales content.
- **Keep fans interested and encourage new fans with a well-rounded social media campaign.**

Upset People



Emily Wilhoit

Stand in line outside starting at 5:00am on a Saturday morning for at least 4 hours to sign my 2 year old up for swim lessons that you won't even tell me when will be held?

There has to be a better way,
Charleston County Park & Recreation Commission, South Carolina.
There has to be a better way...

[View Post](#) · [Remove Tag](#) · May 17 at 2:29pm



Tonya Flechler Wiegand, Samille Jones Basler and Lisa Abernathy like this.



R.W. Smith My wife went through the same crap last year. She's still pissed.

May 17 at 2:38pm · [Like](#)



Cristy Landis Emily...we have loved the program at MUSC. You can check out their website!

May 17 at 2:56pm · [Like](#)



Samille Jones Basler What Christy said. Used to be really good.

May 17 at 3:03pm via mobile · [Like](#)



Emily Wilhoit Thanks, Cristy. I thought MUSC was full so we had to go with the County, but I called and it looks like we can still get in. Still, the County has to do something about their process. I would have loved to stay on James Island and have the lessons on a weekday afternoon but they make this process REALLY hard...

May 17 at 3:09pm · [Like](#)



Summer Muir Just throw her in the pool... she doesn't need lessons.

May 17 at 3:15pm · [Like](#) · 🗨️ 1



Christina Schaefer Yap You can always teach her in my pool. Sophia and Robbie love the water!

May 17 at 5:01pm via mobile · [Like](#)



Jennifer Metts My girls both did MUSC swim lessons for years. It was wonderful. We also went to Snee Farm.

May 18 at 8:18pm via mobile · [Like](#)



Emily Wilhoit Correction- I tagged the wrong department. The County does not offer swim lessons. My apologies for blaming them for something they did not do. It is the City of Charleston Recreation Department that asks people to wait in line at 5:00am. ...But they don't have a facebook page. So I can't tag them. Surprise, surprise.

May 20 at 10:29am · [Like](#)



Write a comment...





Shelley Scroggins Allanson

Does anyone else have repeated issues with people that don't follow the rules at the Dog Park on JI?

Unlike · Comment · October 3 at 7:02pm



Charleston County Park & Recreation Commission, South Carolina likes this.

Top Comments ▾



Write a comment...



Charleston County Park & Recreation Commission, South Carolina

Hi Shelley - Most of our dog park visitors are awesome, but we know that there are some who don't follow the rules. When you see that happening, please call up to the park office at 795-7275 to let them know what's going on. If we get reports of repeat incidents that sound like the same person, park staff can work to identify serial rule breakers.

I gave Randy Woodard, the park's general manager, a heads up about your post, and if you would like to speak with him, he can be reached at that number, extension 228.

Like · Reply · 🔄 4 · October 4 at 4:05pm



Shelley Scroggins Allanson Wow, I must say I'm impressed with your response! I'm sure others will be happy to read this as well. Thank you for the info.

Like · Reply · 🔄 1 · October 4 at 4:31pm via mobile



Charleston County Park & Recreation Commission, South Carolina

Thanks, Shelley. It's your park, and we want you and your dog to have fun. The success of the dog park depends on people like you.

Like · 🔄 1 · October 4 at 6:16pm



Write a reply...



Quick Information



Matt Hazelton

Skatepark?

Like · Comment · July 22 at 11:11am



Write a comment...



Charleston County Park & Recreation Commission, South Carolina Could you be more specific...

Like · Reply · July 22 at 1:42pm



Matt Hazelton I thought there was a skate-park being built what happened? It's like 2013 . South Carolina has less concrete skate-parks than West Virginia or Montana!!!

Unlike · 🍌 2 · July 22 at 3:09pm · Edited



Charleston County Park & Recreation Commission, South Carolina Hi Matt - About a year ago, the skatepark project entered the design phase with Team Pain Skateparks, but we ran into some state and federal obstacles along the way because of the chosen location. However, we are committed to seeing this project to completion, and the skatepark will be the main topic of discussion at this evening's Commission meeting. Here's a link to a [Charleston City Paper](#) article that tells you more:

<http://www.charlestoncitypaper.com/charleston/skatepark-advocates-to-speak-out-on-stalled-project-tonight/Content?oid=4680556> I'll keep you posted on what decisions are made, and hopefully we'll have a beautiful skatepark for you very soon!



Skatepark advocates to speak out on stalled project tonight

www.charlestoncitypaper.com

Skateboarders frustrated by the lack of progress on a plan to build a downtown S...

[See More](#)

Like · Remove Preview · 🍌 1 · July 22 at 3:48pm



Matt Hazelton thanks much appreciated

Unlike · 🍌 1 · July 22 at 3:50pm



Write a reply...



- Sometimes it's necessary to take the conversation off of Social Media in order to get the details, but bring it back if there is a satisfactory resolution
- Encourage them to email you so you can help or have the appropriate person respond.



Kate Pyne

BUYER BEWARE! We went to the Splash Zone and they declared it a rain day. We were only there 30 minutes and now they will not give us our "free day." NOT IMPRESSED!!!

Like · Comment · August 11, 2011 at 7:28pm



Charleston County Park & Recreation Commission, South Carolina

Hi Kate - Can you tell me which day y'all were there, and I'll check with the park to make sure a mistake wasn't made.

August 12, 2011 at 8:26am · Like



Kate Pyne We got into the park at 4:21 on July 1, then at 4:55 we were being ushered out of the park because of lightning. They stamped our receipt and we had a 5 minute conversation with someone at the gate. She said that we could just show our receipt and receive a free day. Well now they won't give us the free day and said it wasn't a rain day.

August 12, 2011 at 11:58am · Like



Charleston County Park & Recreation Commission, South Carolina

Hi Kate - Can you send me your contact information to lwhite@ccprc.com? I'm going to try to send you a message via Facebook, but that's not always reliable.

August 12, 2011 at 1:16pm · Like



Kate Pyne Thank you Lisa for helping us resolve this matter!

August 15, 2011 at 9:11pm · Unlike · 1



Charleston County Park & Recreation Commission, South Carolina

Happy to help, Kate! Y'all have fun!

August 16, 2011 at 9:07am · Like

- It's OK to be silly and edgy.
- Sometimes, and very carefully.



Charleston County Park & Recreation Commission, South Carolina

March 17, 2011

In honor of St. Patrick's Day, what's Irish and sits out on your back porch?

Like · Comment · Share

5 7

Marco Nuno Freitas Ferreira, Bobby Darrell Weaver, Susan and Jason Gullion and 2 others like this.



Alecia Crauswell-Folsom My momma

March 17, 2011 at 8:20am · Unlike · 1



RuthAnn Ranker pati o furniture

March 17, 2011 at 8:24am · Unlike · 1



Jennifer Lay Morrow A keg of Guinness?

March 17, 2011 at 8:25am · Unlike · 3



Amy Butz Patty O'Furniture

March 17, 2011 at 8:26am · Unlike · 2



Charleston County Park & Recreation Commission, South Carolina

Technically - you're all correct. But the bad punchline we're looking for is Patty O'Furniture. And now we can all go over to Jenn's house to celebrate.

March 17, 2011 at 8:54am · Like · 3



Jennifer Lay Morrow 😊

March 17, 2011 at 9:24am · Like



Maude Durst-Glenn Hoose My rear end!

March 17, 2011 at 9:47am · Unlike · 1

- Always respond in a timely manner, but make sure you get your facts straight first.
- Don't get into a "back-and-forth" discussion.
- Turn a negative into an opportunity to make a true fan.



Laurie Dedes-Dubose

Last Wednesday we drove from Summerville to Mt. Pleasant to enjoy Splash Island. We went because we have little income and we had enough Greenbax to go there last week and to the movies this week. Well when I checked my GB balance today I didn't have enough to take the kids to the movies and could not figure out why. I checked my Splash Island receipt and sure enough the kid checking us in charged is 4.5 GB x 3 people instead of the 3 GB stated on the website. So no movies for us. Thanks Charleston County Parks. Don't advertise it if you don't adhere to it. :(

Like · Comment · June 28, 2011 at 8:10am



Charleston County Park & Recreation Commission, South Carolina

Hi Laurie - I asked our Operations Administrative Services Manager who oversees Greenbax to check your account and the system shows that you were debited the correct total of 9 Greenbax - 3 per person as stated on our website for Wet & Wild Wednesdays. If you would like to call her, she would be happy to send you the account sheet or help you through the process of checking your overall Greenbax account. She can be reached at (843) 762-8029.

June 28, 2011 at 8:58am · Like



Laurie Dedes-Dubose Thank you so much. The young lady was very prompt. Evidently there may have been an error and it was corrected. Thank you again for your prompt response! 😊 It is very rare to find that kind of customer service!

June 28, 2011 at 12:05pm · Unlike · 1



Charleston County Park & Recreation Commission, South Carolina

You're very welcome! Glad it got all straightened out. I don't know how old your kids are, but we are offering some FREE kid-friendly movies at the Mount Pleasant Pier this summer. Raiders of the Lost Ark on July 22 and Toy Story 3 on August 26. www.ccprc.com/movies

June 28, 2011 at 12:33pm · Like

June 28, 2011 at 12:33pm · Like

www.ccprc.com/movies

lost ark on July 22 and Toy Story 3 on August 26

friendly movies at the Mount Pleasant Pier this summer. Raiders of the
you don't know how old your kids are, but we are offering some FREE kid-

When Others “sell”
your greatness



Jay Richardson Jr

If you're going to Charleston, check out the public parks and rec beaches. These are used mainly by locals. You will not see them advertised. For \$8.00 per car you can enjoy the same beach people are paying hundreds to enjoy 100-300 yards away. Each beach area has snack bars, changing areas, showers, chair rentals, and other amenities. We go to the beach, back track on the main road 4-5 miles, stay at a nice motel (for cheap), get up the next morning, stop at the Piggly Wiggly for picnic supplies, pay \$8.00 for parking, and enjoy the day. We can go to the beach for less than we would spend at Dolly Wood.

Unlike · Comment · August 2 at 9:16am



Charleston County Park & Recreation Commission, South Carolina, Paintings by JMcSween and Tom Swadley like this.

Top Comments ▾



Write a comment...



Jay Richardson Jr Go to the web page for Charleston County Park & Recreation to get information about each beach area.

Unlike · Reply · 2 · August 2 at 9:18am



Charleston County Park & Recreation Commission, South Carolina Thanks, Jay! Glad y'all had a nice time, and please come back to see us!

Like · Reply · August 2 at 11:04am



Suzanne Marie Bennett

Visited Wannamaker County Park today. Another very cool park to take your kids and pets! Thank you, Charleston County! 😊

Unlike · Comment · March 27 at 8:27pm near Charleston



Charleston County Park & Recreation Commission, South Carolina likes this.



Write a comment...



Charleston County Park & Recreation Commission, South Carolina Thanks, Suzanne! Glad y'all had fun!

Like · Reply · March 30 at 1:01pm



Anke Leitner

This is an awesome park. great programs, bike trails, water park, facilities, staff and atmosphere. We loved it there. Wish it would be closer to Texas. we would be there all the time. thanks for having us!!!!

Unlike · Comment · August 14, 2012 at 9:19am



Charleston County Park & Recreation Commission, South Carolina likes this.



Charleston County Park & Recreation Commission, South Carolina

Thank you very much for the kind words, Anke! I'm glad y'all enjoyed your time here! Come back to see us!

August 14, 2012 at 3:59pm · Like · 1



Anke Leitner Other parks nationwide should look at this one as an example how to create an awesome park!

August 15, 2012 at 8:11am · Unlike · 1



Charleston County Park & Recreation Commission, South Carolina

Awwwww...you're making us blush! We are lucky to live in a community that supports its park system and appreciates our mission.

August 15, 2012 at 8:45am · Like · 1



Pluff Mudd Photos

Summer is here so get out and enjoy this great pier that the @Charleston County Parks & Recreation run on @Folly Beach.



© Steve DuPre

Unlike · Comment · Share · June 30 at 6:43pm



Charleston County Park & Recreation Commission, South Carolina, Linda Price, Alistair Nicol, Audrey Hill Scott and 2 others like this.



Write a comment...



Charleston County Park & Recreation Commission, South Carolina Beautiful, Steve!

Like · Reply · July 1 at 7:55am



Traveling Ink

Had a wonderful time at the Moonlight Mixer on Folly Pier dancing the night away with friends this weekend. Great event! — with Lauren Patty Holmer and 2 others.



Unlike · Comment · Share · June 24 at 5:21pm



Charleston County Park & Recreation Commission, South Carolina, Robbie Davis and Lydia Grace Farmer like this.



Write a comment...



Charleston County Park & Recreation Commission, South Carolina Great pic! Thanks for coming out, and hope to see y'all at the next one!

Like · Reply · June 25 at 9:48am

LIFEGUARDS WANTED



Charleston County Park & Recreation
Commission, South Carolina

February 11

Get paid to work at the beach, learn to make Jet Ski rescues, compete in open water lifeguard competitions, and SAVE LIVES! We are looking for athletes to keep our Charleston County beaches safe! Find out more about becoming an Ocean Rescue Lifeguard and apply online at www.ccpcc.com/jobs. — with Brian Mack, Daniel Pesavento, Tyler Logothesis and 13 others.

Tag Photo Add Location Edit

Like · Comment · Share · Edit

Steven Howard, Erin Steffen, McDavid Stoddard and 61 others like this.

48 shares

Kerry Hanson Lifeguards for life!!!!
February 11 at 6:12pm via mobile · Unlike · 4

Bart King Kayla King
February 11 at 6:14pm · Like

James P. Meehan O my this would be a sweet job
February 11 at 6:58pm · Like

Leon Guerrier Bear I miss y'all
February 11 at 8:34pm · Like · 1

Erc Lhmn whats LGFL?
February 11 at 9:20pm · Like · 1

Thomas Madden do I collect royalties for being in 3 of those pictures?
February 11 at 10:11pm · Unlike · 4




Write a comment...




Charleston Parks @ChasCountyParks · Jan 22

Annual "State of the Agency" with @TomORecreation pic.twitter.com/yNAiktCZ60



 Expand

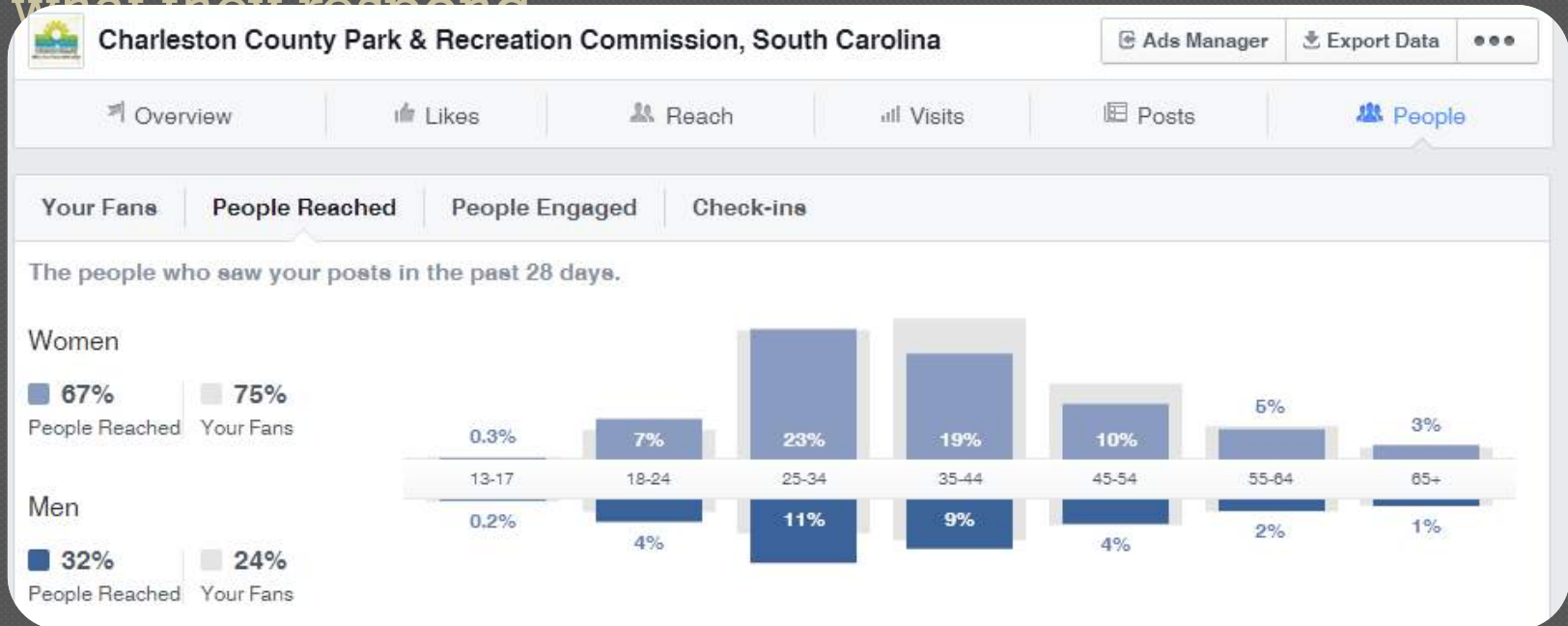
 Reply  Delete  Favorite  More

 Expand

 Reply  Delete  Favorite  More

Know Your Audience

- Fans are customers looking for deals, news, and community.
- Use Insights to find out who your audience is and to what they respond





Showing data from 02/20/2014 - 02/26/2014

Page Likes

15,542 Total Page Likes

▲ 1% from last week

152

New Page Likes

▼ 5.6%

— This week
— Last week



Thu Fri Sat Sun Mon Tue Wed

Post Reach

34,576 Total Reach

▼ 6.8% from last week

32,945

Post Reach

▼ 7.2%

— This week
— Last week



Thu Fri Sat Sun Mon Tue Wed

Engagement

2,510 People Engaged

▲ 38.8% from last week

626

Likes



94

Comments



61

Shares



4,165

Post Clicks



Know Your Audience

Engagement

EdgeRank

EdgeRank is the algorithm used by Facebook to determine the most news feed-worthy content. Three factors determine the value of your post: affinity, weight, and time.

- **Affinity:** Based on how often a fan has engaged with your brand content in the past, including page visits.
- **Weight:** Determined by the type and quantity of engagement your post receives (e.g. Likes, comments).
- **Decay:** As your content ages and engagement wanes, it becomes less relevant and therefore less likely to appear in a user's news feed.

EDGERANK IS DEAD.

Engagement

EdgeRank

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Engagement

News Feed Algorithm

Facebook recently made changes to help provide a better experience for users.

Result: more difficult for marketers to have their content seen

- Facebook has begun to prioritize content from the people that users engage with the most.
- On any given day, when a Facebook user visits the news feed, **there are an average 1,500 possible stories it can show**, depending on how frequent a liker you are.



Kristin Zeaser-Sydow @58degrees · Feb 25

What's the plan? RT @ChasCountyParks @58degrees Thanks for asking - You'll be back on Nature Island before you know it!

Expand

↩ Reply ↻ Retweet ★ Favorite ... More



Charleston Parks @ChasCountyParks · Feb 25

@58degrees Hi Kristen - 140 characters just doesn't give you the best answer! Here's a complete answer for you: ccprc.com/DocumentCenter...

Expand

↩ Reply 🗑 Delete ★ Favorite ... More



Kristin Zeaser-Sydow @58degrees · 8h

@ChasCountyParks Thank U! PICP & those trails are gems, near & dear to my heart. I'm relieved to know that there is a plan. #PICP

💬 Hide conversation

↩ Reply ↻ Retweet ★ Favorited ... More

FAVORITE

1



10:43 AM - 26 Feb 2014 - Details

10:43 AM - 26 Feb 2014 - Details

Engagement



Charleston Parks @ChasCountyParks · Feb 12

The moose out front shoulda told ya. pic.twitter.com/1g1QNynl9a

Hide photo

Reply Delete Favorite ... More



RETWEETS

38

FAVORITES

25



8:46 AM - 12 Feb 2014 - Details

Flag media



Alex Caban @produceralex · Feb 12

My favorite tweet of the day @ChasCountyParks. #firststoneshere

Hide conversation

Reply Retweet Favorited ... More

FAVORITE

1



Engagement



Lowcountry Food Bank @LCFoodBank · Jan 3

@ChasCountyParks Festival of Lights visitors, you are amazing! You crushed the goal of 10k lbs + donated 15,177 lbs of food! THANK YOU!

Collapse

↩ Reply ↻ Retweeted ★ Favorited ... More

RETWEETS

5

FAVORITES

3



8:28 AM - 3 Jan 2014 · Details

Reply to @LCFoodBank



Charleston Parks @ChasCountyParks · Jan 3

@LCFoodBank We are thrilled with that total & awed by the generosity of our visitors!

Expand

↩ Reply 🗑 Delete ★ Favorite ... More



Lowcountry Food Bank @LCFoodBank · Jan 3

@ChasCountyParks and the 12,647 meals we can share with Lowcountry residents bc of the festival are pretty sweet, too! Great start to 2014!

Expand

↩ Reply ↻ Retweet ★ Favorite ... More



Charleston Parks @ChasCountyParks · Jan 3

@LCFoodBank Keep up the awesome work and we look forward to exceeding that goal in 2014!

Expand

↩ Reply 🗑 Delete ★ Favorite ... More

Engagement



Keely Laughlin @KeelLaughlin · Oct 11

Getting super pumped for @ChasCountyParks half marathon tomorrow. Big decisions in the works for where to eat the #postracemeal...

Collapse

↩ Reply ↻ Retweeted ★ Favorited ... More

RETWEET

1

FAVORITE

1



8:00 AM - 11 Oct 2013 - Details

Reply to @KeelLaughlin



Charleston Parks @ChasCountyParks · Oct 11

@KeelLaughlin good luck tomorrow - you'll have a blast! And post race meal will be waiting for you at the finish: @coastalcrust pizza.

Expand

↩ Reply 🗑 Delete ★ Favorite ... More



Keely Laughlin @KeelLaughlin · Oct 11

@ChasCountyParks @coastalcrust y'all rock! Can't wait #runchs

Expand

↩ Reply ↻ Retweeted ★ Favorited ... More

Engagement



Retweeted by Charleston Parks



tifyane @tifyane · Feb 7

Proud of my little sister @lindafaye29 for getting her first job like I did at whirlin waters! Same boss I had. ☑

📍 Collapse

↩ Reply Retweeted ★ Favorite ... More

RETWEETS

FAVORITE

2

1



2:16 AM - 7 Feb 2014 📍 from Summerville, SC · Details

Reply to @tifyane @lindafaye29



Charleston Parks @ChasCountyParks · Feb 7

@tifyane Family tradition! Congrats, @lindafaye29

Expand

↩ Reply 🗑 Delete ★ Favorite ... More



tifyane @tifyane · Feb 7

@ChasCountyParks @lindafaye29 yes!

Expand

↩ Reply Retweet ★ Favorite ... More

Engagement



blahmonstergirl @blahmonstergirl · Dec 22

Peggy, aka my new bike, got to visit the James Island County Park for the first time today. I think... [instagram.com/p/iPe5tbA--x/](https://www.instagram.com/p/iPe5tbA--x/)

Expand

↩ Reply ↻ Retweet ★ Favorited ... More



Charleston Parks @ChasCountyParks · Dec 23

@blahmonstergirl Congratulations, Peggy. Hope you had a nice time and tell your other two-wheeled friends to come see us! ;)

Expand

↩ Reply 🗑 Delete ★ Favorite ... More



blahmonstergirl @blahmonstergirl · Dec 23

@ChasCountyParks absolutely! We will be there often this year!

💬 Hide conversation

↩ Reply ↻ Retweet ★ Favorite ... More

5:31 PM - 23 Dec 2013 - Details

5:31 PM - 23 Dec 2013 - Details

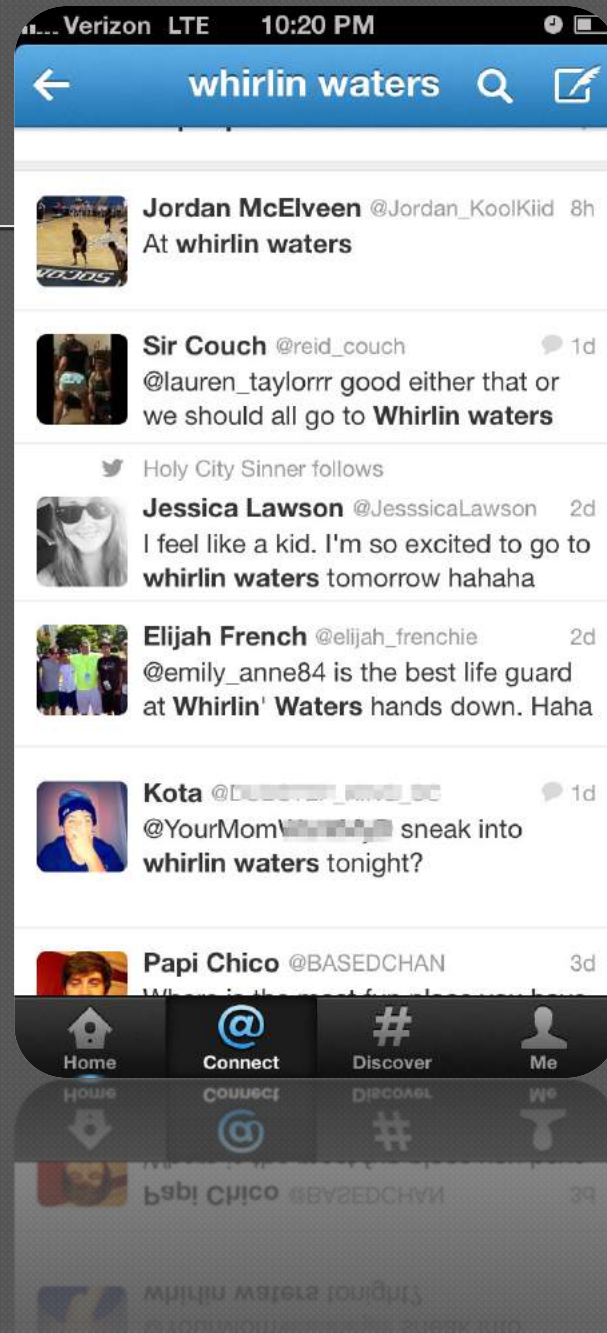
💬 Hide conversation

↩ Reply ↻ Retweet ★ Favorite ... More

Engagement

- Searching for mentions of your programs or facilities can lead to interesting discoveries.

Engagement



Don't ignore problems –
Resolve Conflict

Conflict

- ◉ Conflict with those that Govern us.
 - ◉ Conflict with the Public

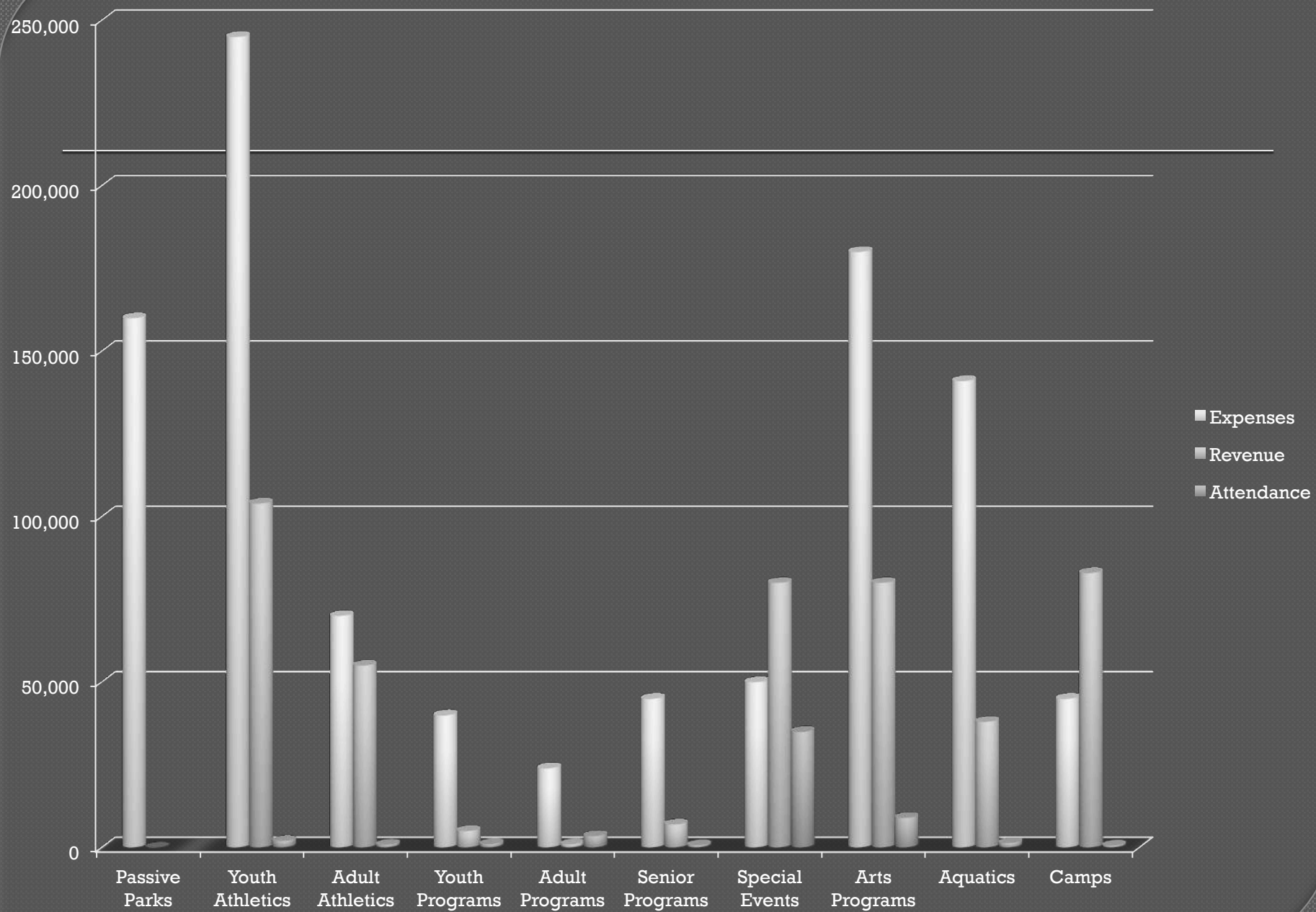
Build Trust – Honesty –
and Support

Building Trust and Honesty

- ◎ Be Reliable – Do what you say
- ◎ Honor all of your Promises
- ◎ Speak from the Heart
- ◎ Volunteer Information

Trusting your agency with public money

- ◉ Where are your tax dollars going
- ◉ Are they being spent on what the public desires.



Trusted – Valued – Loved

- Know who you are
- Pay close attention to what the public wants and what your elected people want.
- Find way to stay in constant communication with those you serve
- Don't let problems simmer – Resolve them
- Be an open and honest agency

Thank You

torourke@ccprc.com