

Social Media Update

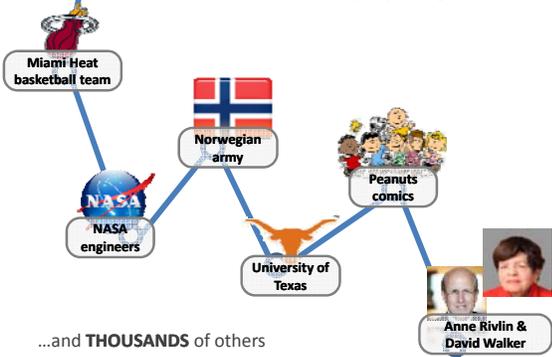
Jon Lee
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Do you recognize this person?



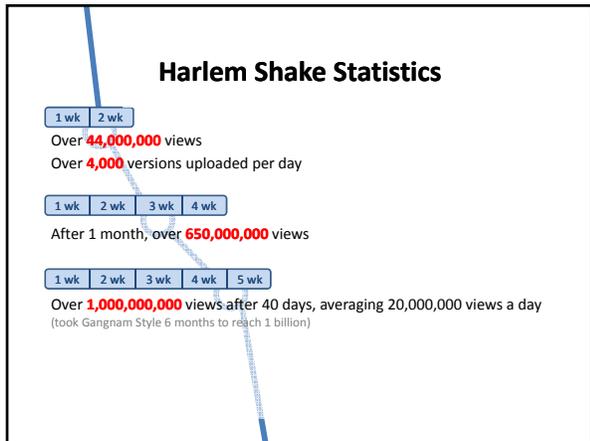
"WELCOME"

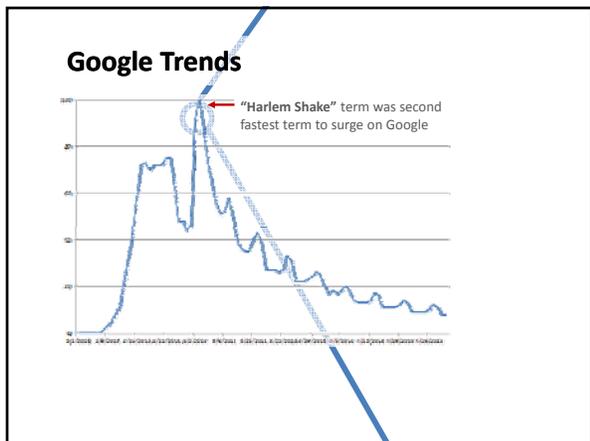
He's connected to these people/organizations...



...and **THOUSANDS** of others







Why mention this?

To adjust our perception of what it means to go viral.

Going viral is rarely an accident; it's the **opposite**

A lot of work, time, and luck are needed for something to go viral

What does it have to do with Texas government?

We are not in the business of going viral

But we can also shift our perception of using social media

It also takes a lot of time, effort and luck to be successful

Our use of social media should be

- Strategic
- Methodical
- Calculated
- Deliberate
