

# Municipal Purchasing A Role for Social Media

*The Municipal Purchasing Department and its Foray in Social Media  
Past - Present - Future Practices*

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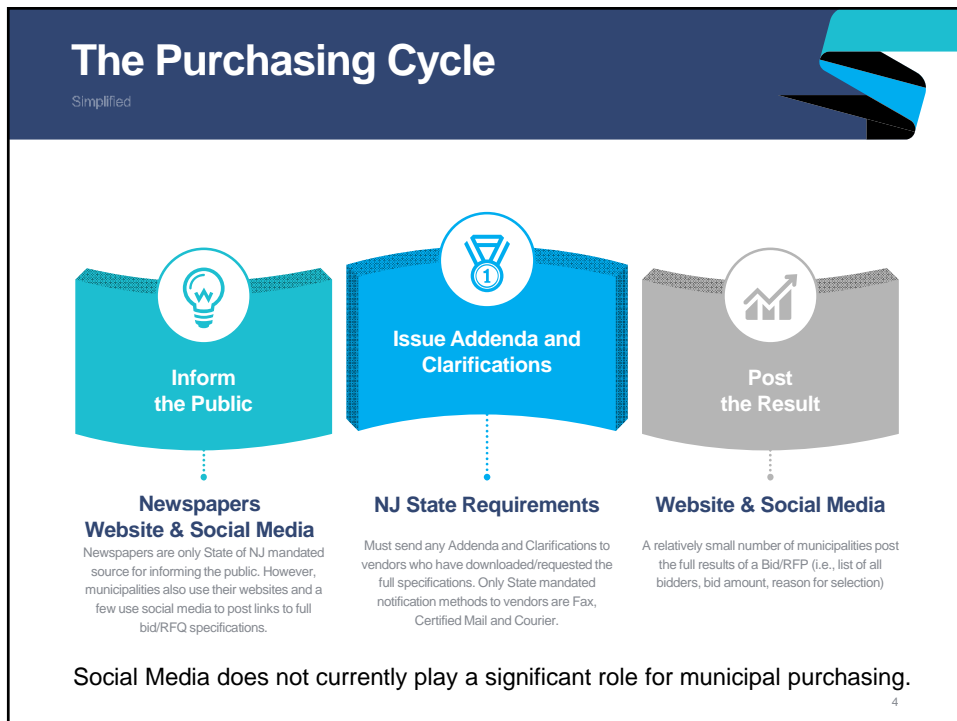


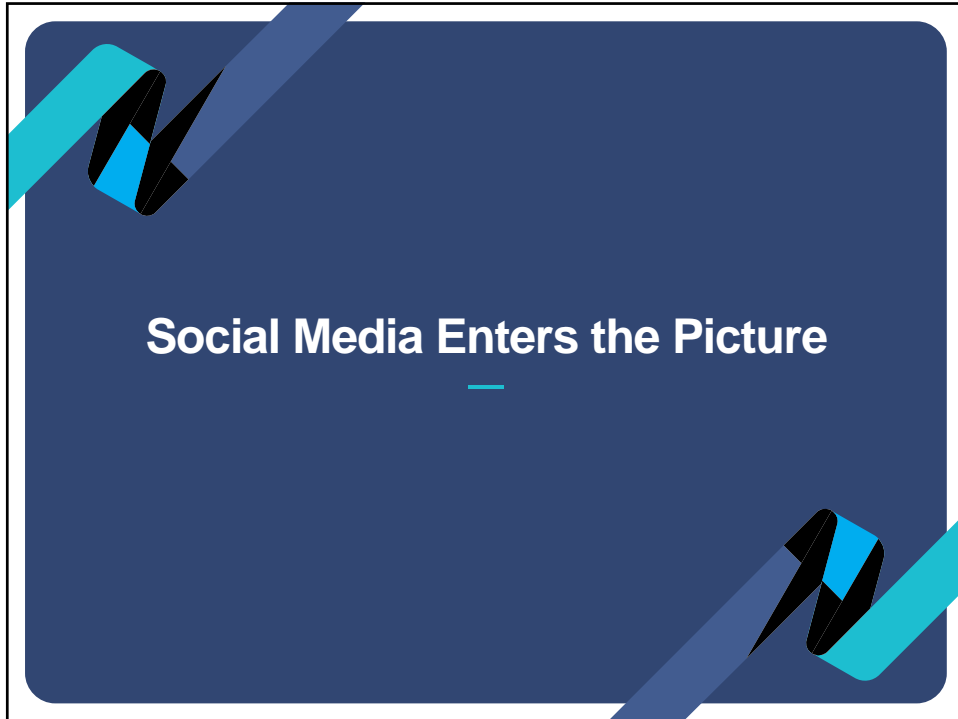
## What we will cover today?

- 1) A simplistic view of the Purchasing Cycle
- 2) Social Media Enters the Picture
- 3) Current Status of Social Media – How is it Changing?
- 4) Should I be using Social Media for the Purchasing Department?
- 5) Which Social Media should I use?
- 6) What is the future best practice for Purchasing Departments?
- 7) Are State of NJ Statutes for purchasing notification requirements out of date?

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# The Purchasing Cycle (simplified)





## **Social Media Enters the Picture**

**New Jersey Municipalities Using Social Media**

2011: Facebook < 10% Twitter < 3%

2012: Facebook 18% Twitter 14%

2013: Facebook 31% Twitter 21%

2016: Facebook 80% Twitter 40%

All other social media combined less than 1%

Social Media is not used by Purchasing Departments

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## Social Media Enters the Picture

**Resources:**

**Municipal Use of Social Media - 2014**  
[www.njslom.org/presentations/2014-0307-MunicipalWebsites-SocialMedia.pdf](http://www.njslom.org/presentations/2014-0307-MunicipalWebsites-SocialMedia.pdf)

**Social Media in New Jersey Municipalities - 2013**  
<http://www.cityconnections.com/Social-Media-2013-Enyeart-NJLM.pdf>


**Social Media & Municipal Government – 2011**  
<http://www.cityconnections.com/Social%20Media%20and%20Local%20Government%202011.pdf>

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## Pressure to Incorporate Social Media in the Purchasing Cycle is Increasing


Purchasing Departments are feeling more pressure to incorporate social media in their purchasing cycle.

However, the question of what and where to incorporate information has not been settled.



Facebook is Rising

Facebook?

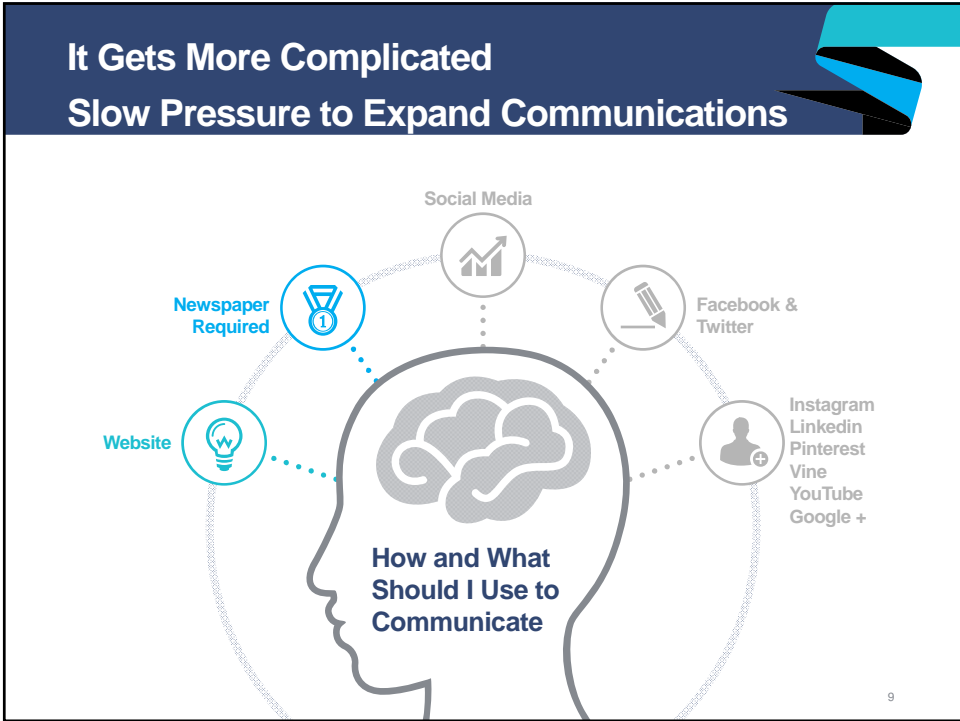


140 Characters

Twitter?

Issues include initial notices, full document packages, update notices and results

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## How is Social Media Changing?

## Current Status – How is Social Media Changing?

**Facebook** continues to grow, but municipal government is not a specific target market.

**Twitter** is having trouble surviving financially. Both active users and revenue are dramatically declining in a 4 year slide. Management turnover and competition. It is close to Flatlining (Business Insider, statista).

**Social Media is becoming more graphical**, the posts private and temporary – think Instagram, Vine, Pinterest.

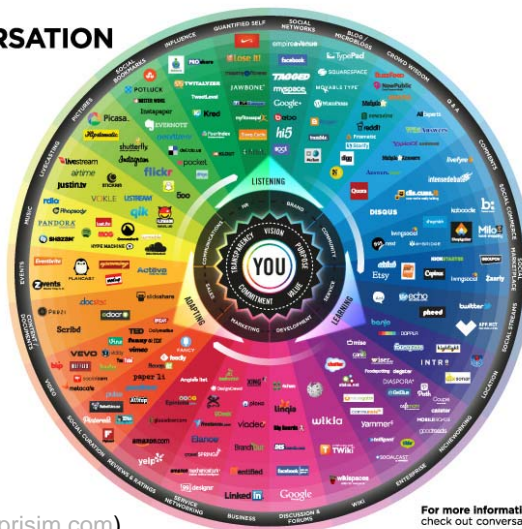
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## Move to More Graphics and Video and Lots of other Stuff

### THE CONVERSATION PRISM

Brought to you by  
 Brian Solis & JESS3

A visual map of the social media landscape of dominant and promising social networks  
 Solis



([www.conversationprism.com](http://www.conversationprism.com))

For more information  
 check out conversationprism.com

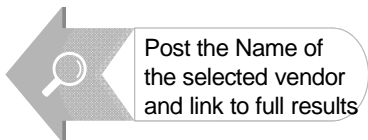
## Should I be using Social Media for the Purchasing Department?



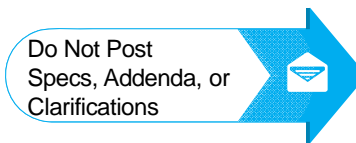
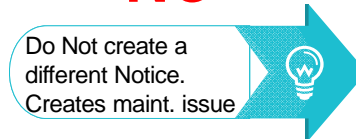
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## What belongs on Social Media?

**YES**



**NO**



# Which Social Media Should I Use

## Where Are the Subscribers and Do the Numbers Matter?

The global and even the US social media numbers are not relevant.

However, for Purchasing, these Social Media are still the best bet.

Platform	World	US
Facebook	1.5 billion	214 Million
Twitter	322 million	67 Million
LinkedIn	467 million	133 million

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## How Do I Know if there is a Benefit to Using Social Media?

### YOU DON'T KNOW

There are only two reasons for using social media in the Purchasing Cycle!

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## Reason 1 for Using Social Media

Increase municipal government purchasing transparency for residents

Even though the vast majority of residents will not actually become a vendor, it gives them confidence that it is an open process where all vendors are treated equally.

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## Reason 2 for Using Social Media

It may result in lower project and acquisition costs

Using social media may increase the number of vendors competing for the business and result in lower project/acquisition costs.

Measurement: After using social media for 6 – 12 months, compare to historical pre-social media results to determine if there is a benefit.

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## Adding Social Media Rationale & Best Practices for Purchasing Departments

## Best Practices Rationale

- Recognize that the municipal website is the primary notification and repository for Purchasing opportunities and documents.
- Recognize the primary goal for using social media is to increase governmental transparency and increase resident confidence in the Bid/RFQ process.

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## Best Practice for Purchasing Use of Social Media

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    graph LR
      S1[Step 1: Post initial Purchasing Notice and all specs on the municipal website] --> S2[Step 2: Post Bid/RFQ initial notice and change notices on social media - link to website for full documents, addenda, clarifications, and vendor registration]
      S2 --> S3[Step 3: Select vendor(s)]
      S3 --> S4[Step 4: Post full results on municipal website and selected vendor on social media with link to full list of vendor submissions]
  
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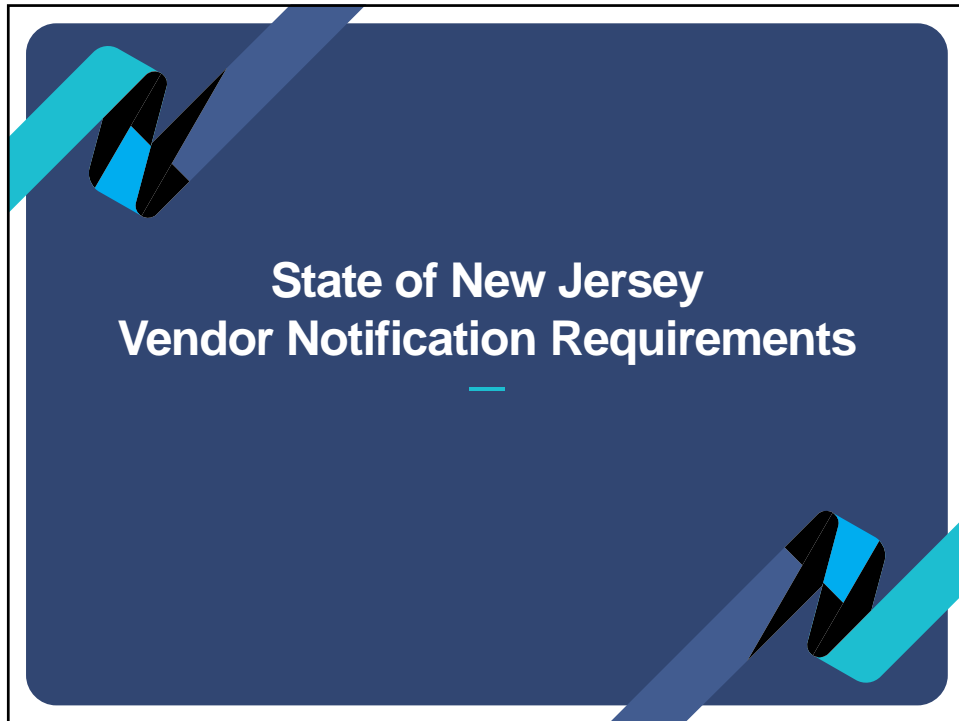
**Step 1**  
Post initial Purchasing Notice and all specs on the municipal website

**Step 2**  
Post Bid/RFQ initial notice and change notices on social media – link to website for full documents, addenda, clarifications, and vendor registration

**Step 3**  
Select vendor(s)

**Step 4**  
Post full results on municipal website and selected vendor on social media with link to full list of vendor submissions

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### **Are State of NJ Notification Requirements Out-of-Date?**

**YES**, the State requires municipalities notify vendors by Certified mail, fax, or courier if an Addendum or Clarification to a Bid/RFQ is issued.

Many Purchasing systems used by municipalities today include automatic electronic notification capability to vendors when an addendum or clarification is posted.

Encourage your Mayor to contact State legislators and tell them the law needs to be amended to include email notification.

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***Thank You***

*Remember, the New Jersey State League of Municipalities has a web and Internet Consulting Service that is free to members. 609-695-3481*

