

30 Ideas in 30 Minutes

A rapid-fire, fun, perennial favorite
to inspire new ideas and get your
creative juices flowing!



MAGC



Virtual Reality

Put a face to the story



NOTABLE NEIGHBORS:

The annual National Night Out is always a special event in Hopkinsville, as they have it, enjoy the chance to get together and share food, games, and safety tips. They also see it as an opportunity to celebrate the birthday of Clarence, the unofficial "Ho...

He turned 78 years old this year and has lived in Bloomington for 35 years. Clarence tells you that his role as mayor is a title of mayoral role assigned to his neighbors.

"He's really the glue that holds the whole neighborhood together," said



EARTH ACTION HERO: MASTER WATER STEWARD PROGRAM

Sustainability is not just an ideal—it can also be a practical solution. As a Master Water Steward, Cathie Briggs supports clean water education on behalf of the Nine Mile Creek Watershed District and applies her knowledge to her home and garden. Butterflies, dragonflies and fireflies are just a few of the pollinators that visit her garden brimming with native plants. Its strategically placed water collection and infiltration systems help protect water.

Briggs has two rain gardens connected with meandering channels weighted by stones, which act as catch basins for water runoff. When it rains, the otherwise dry creek beds flow like streams. Water cascades into rain gardens to be infiltrated into groundwater instead of running unfiltered directly into storm drains. The system helps keep our lakes and marshes free of pollutants and keeps her basement dry.

body and an able mind. I like helping how I can. And I love living in Hopkinsville," Clarence said.



PROTECT OUR WATERS AS A MASTER WATER STEWARD

Do you want to protect clean water and make real change? Become a Master Water Steward (MWS). Discover how to safeguard local lakes and creeks from pollution.

was at our family's cabin, picking up cans from the lake bottom with my dad. As a kid, it was a neat bonus if you found a crayfish inside," she said. "I learned a lot about the health of the lake that way and it nurtured an interest that led me to the career I have now."

MEET A BLOOMINGTON FIREFIGHTER

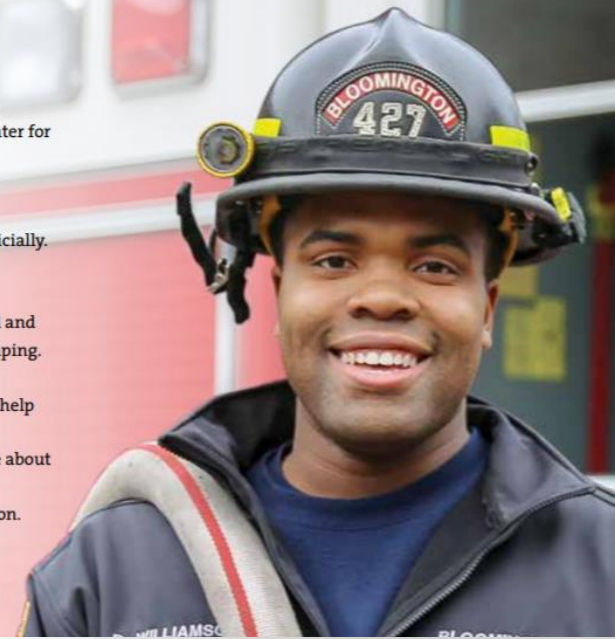
D'Andre' Williamson has been a Bloomington firefighter for nine months. He serves out of Station 1.

Q: What's your day job?

analytics. My dad owns the work for about 10 years officially when you aren't working or

play basketball, flag football and like fishing, hiking and camping. become a firefighter? comes with the job. I want to help y I live in. omington? What do you like about

I stumbled upon Bloomington. rs now. I like everything ability to everything, the tom is beautiful.obbies?



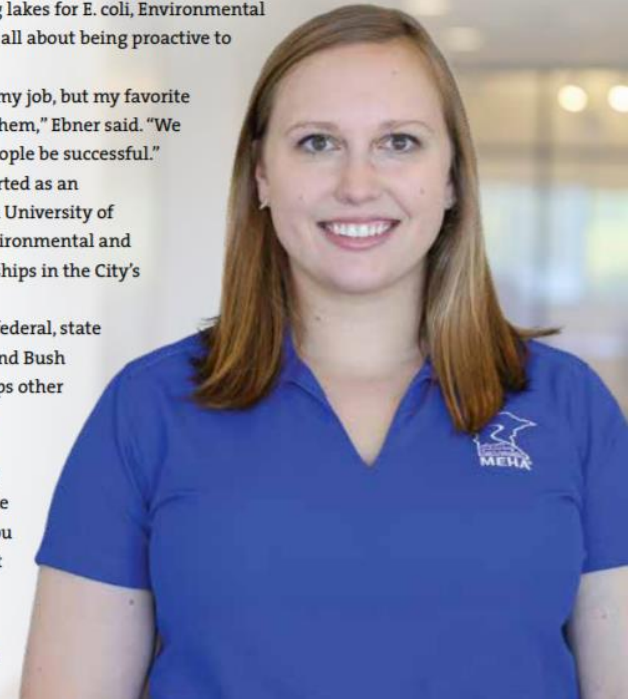
CAITLIN EBNER

restaurants or sampling lakes for E. coli, Environmental n Ebner says her work is all about being proactive to

that comes along with my job, but my favorite resources that can help them," Ebner said. "We tion as we can to help people be successful." City for six years. She started as an ist after graduating from University of bachelor's degree in environmental and ed two summer internships in the City's n.

is inspections to ensure federal, state addition to restaurants and Bush s and pools. She also helps other n things like food safety

ronmental stewardship



Understanding and only speaking to your ideal client

Target Audience // User Persona // User Story

Give them a name and write every piece of content to them.



Send a digital High Five to a coworker

- ▶ Employees asked for ways to increase recognition opportunities.
- ▶ High Five developed on employee intranet.
 - ▶ Webform.
 - ▶ Sends High Five email to employee and supervisor (optional).

Send a High Five



Let your colleague know you appreciate them! Use the form below to send a High Five!

High Fives can be sent to thank someone for their help, congratulate them on completing a project, celebrate their good idea – anything

* Indicates a required field

Who should receive your High Five? *

Megan Fournier

What is that person's email address? *

megan.fournier@ramseycounty.us

What is your name? *

MAGC Fall Conference Attendees

If you wish to let this employee's supervisor know, please provide the supervisor's email address:

allison.winters@ramseycounty.us

Why are you sending a High Five? *

You are REALLY rocking this "30 in 30" presentation!

Send High Five!

Social Media Campaign

“What did you learn this week?”

- ▶ Fun way to showcase constituents
- ▶ Simple question, variety of responses
- ▶ People look forward to the next post
- ▶ It's easy!

What Did You Learn This Week?



“I learned about supporting sentences by writing about things that dogs like.”

Brayden, 2nd Grade
Christina Huddleston Elementary



“In Language Arts, I learned about conflicts between characters, self, and nature.”

Emma, 6th Grade
McGuire Middle School



“I learned about classical conditioning and how it can teach different behaviors.”

Nikhil, Senior
Lakeville South High School



Video Contests

Media mentions on the cheap!

MEDIA INQUIRIES

RECENT BLOOMINGTON MEDIA MENTIONS

Normandale Lake Pondweed Project

[Bloomington's Normandale Lake Drained To Combat Invasive Plant](#).....

WCCO | CBS Minnesota-Aug 23, 2018

[Normandale Lake in Bloomington to be drained to kill invasive curly leaf pondweed](#)

Minneapolis Star Tribune-Aug 23, 2018

[Normandale Lake will be drained to kill off pondweed](#)

Mpls-St Paul Business Journal-Aug 24, 2018

[Bloomington Lake to Disappear for Winter in Effort](#)

KSTP-Aug 22, 2018

Via Google News

[Bloomington Man Charged With Multiple Tax Crimes](#)

WCCO | CBS Minnesota-Aug 20, 2018

[3-year project to protect I-35W from flooding begins](#)

KMSP-TV-Aug 20, 2018

[Project to Replace I-35W Minnesota River Bridge Begins](#)

KSTP-Aug 20, 2018

[Pioneer Press](#).....

TwinCities.com-Pioneer Press-Aug 20, 2018

[VP Mike Pence To Return To Minnesota Next Week](#)

WCCO | CBS Minnesota-Aug 20, 2018

[State Patrol responding to semi truck rollover on Highway 169](#)

Local Source-KMSP-TV-Aug 19, 2018

[FOUND: Missing 20-year old Bloomington man found](#)

Local Source-KMSP-TV-Aug 19, 2018

[Semi Truck Rolls on Highway 169 in Bloomington](#)

KSTP-Aug 19, 2018

[Bloomington Police Seek Help In Missing Person Search](#)

WCCO | CBS Minnesota-Aug 18, 2018

[Body found in wildlife refuge creek; no foul play suspected](#)

CITY FACEBOOK HIGHLIGHTS

08/22/2018 |

[The countdown to school is on!](#) Folks gathered August 8 at "Back to School" event, to give a boost to families in need of supplies. Community dinner, kids' play area, immunizations and activities. *4.6K reach | 195 post clicks | 55 reactions, comments and shares*

08/21/2018

[Pack your bags, Pondweed!](#) Users of Normandale Lake in Bloomington will be gone! Nine Mile Creek Watershed District has hired contractors to maintain the drawdown until spring 2019. This is being done to

Infuse personality into your brand

Stop being stuffy, show off your unique personality, and let competitor brands be the ones that are forgettable.



Employee Spotlights

RAMSEYNET

What are you looking for? Search

[Back to Home](#)

- Service Teams & Departments
- County Governance
- Administrative Policies
- Job Information, Training & Benefits
- Workspace & Buildings
- Tools & Systems

[Directory](#)
[Ramsey News](#)
[Calendar](#)
[ramseycounty.us](#)
[Ramsey Brand](#)

[Home / News & Updates](#)

[Back to List](#)

Employee Spotlight: K-9 Reggie

Name: K-9 Reggie
Title: Canine Partner
 Joined Ramsey County in 2010

Canines, sometimes referred to as K-9s, are specifically trained to assist law enforcement and respond to calls for service. Their duties include searching and tracking, as well as protecting their handlers. Each canine is trained and certified to meet the standards established by the [United States Police Canine Association](#).

Reggie was born in Germany in December 2010, and is a purebred German Shepherd. In 2011, he traveled with staff from [Von der Haus Gill German Shepherds](#) to Ohio where he was selected by Ramsey County Deputy Gary Pearl, the office's K-9 trainer, to be the other half of the [K-9 Unit](#) duo with Deputy Lisa Daly. Reggie was selected for his high energy and obedience capabilities. He met his handler and "mom" on December 10, 2011.

Currently, Reggie is 82 pounds of well-trained strength and agility. He is with Daly at all times while on duty and assists her during calls to protect and serve the residents, deputies and visitors of Ramsey County. He works as a tool for deputies to track and search areas/buildings for missing persons, suspects (most likely fleeing on foot) and narcotics.



Reggie, Sheriff's Office K-9 Unit

RAMSEYNET

What are you looking for? Search

[Back to Home](#)

- Service Teams & Departments
- County Governance
- Administrative Policies
- Job Information, Training & Benefits
- Workspace & Buildings
- Tools & Systems


[Directory](#)
[Ramsey News](#)
[Calendar](#)
[ramseycounty.us](#)
[Ramsey Brand](#)

[Home / News & Updates](#)

[Back to List](#)

From camper to camp director: Grace Henry and the evolution of Tamarack Nature Center

Employee Spotlight



Grace Henry

After moving with her family from northern Minnesota to the White Bear Lake area, Grace Henry began attending summer day camp at [Tamarack Nature Center](#) when she was four years old.

"I grew up in Ramsey County, and Tamarack was such a big part of my community," Henry said. "It was right down the street from my house, right across from my elementary school. We were coming here almost daily as a kid, walking the trails."

At the time, Tamarack Nature Center didn't have quite as many attractions as it has today.

"It was before we had the nature play facility or it was even a big summer destination for kids," Henry said.

At 13, Henry began volunteering at Tamarack as an assistant naturalist, and at 16, she was hired for her first paid position.


"By that time, I was sure that I was going into education and wanted to do teaching, specifically in science," Henry said. "So I went for the naturalist position and did that for four years – all the way through college."

In 2018, Henry graduated from college and accepted a full-time teaching position at Park Center High School in Brooklyn Park.

"I had gotten a teaching position for during the school year, and Tamarack offered me the camp director position as a summer role to complement what I'm doing during the school year."

Henry was able to step into the full-time summer camp director role after her colleague Megan Nysse made the decision to take summers off.

"I work very closely with Megan," Henry said. "I kind of take her job in the summer, while she spends time with her two boys, who are actually campers here. And then during the school year, we work very closely together getting all the setup done."



Grace Henry was four when she first attended summer camp.

Not just a summer job

Although she only works full-time during the summer months, Henry's role isn't just a summer job. In January, she begins day camp preparation, which includes getting brochures out, finalizing camp descriptions and figuring out what's going to be offered the next summer.

"March is when we really get down to hiring the full team, like getting all the naturalists and senior assistant naturalists hired," Henry said. "And then through the spring, it's getting volunteers on board."



Photography Resources

Short on staff or time?

- ▶ local photographer
- ▶ photography club
- ▶ social media submissions and hashtag campaigns (#194FirstDay)

Free photoshop tutorials

- ▶ PHLEARN
- ▶ Blue Lightning TV

Free stock photos

- ▶ Unsplash





Storytelling

Gather your social media forces



Published	Post	Type	Targeting	Reach	Engagement	Promote
10/15/2019 2:00 PM	Bloomington voters will soon get to decide whether to remove a section			445	7 1	Boost Post
10/15/2019 9:29 AM	Visit Creekside Community Center on Wednesday, October 16, 11 a.m.			658	22 8	Boost Post
10/14/2019 11:13 AM	Curious about work being done at the I-35W Minnesota River Bridge			1.8K	153 12	Boost Event
10/12/2019 10:43 AM	Brave the weather and visit your nearest fire station today.			4.8K	767 120	Boost Post
	Input. A community gardening the			1.8K	257 19	
	Government			1.8K	107 3	Boost Post
	All switch travel			2.4K	128 21	Boost Post
	ded a			1.4K	31 2	Boost Post

Communications Standards and Policies

Approved June, 2019

Contents

Communications Stand...

I. Social Media Policy...

Purpose.....

Scope.....

WEB TECH
SEPT 12 2019

Know the rules to break the rules

Be cohesive and consistent, you'll get tired
of your brand before anyone else.

Giving Grams

- ▶ One dollar, attached to candy.
- ▶ Available for a few weeks in October.
- ▶ Raise money for the charitable giving campaign.



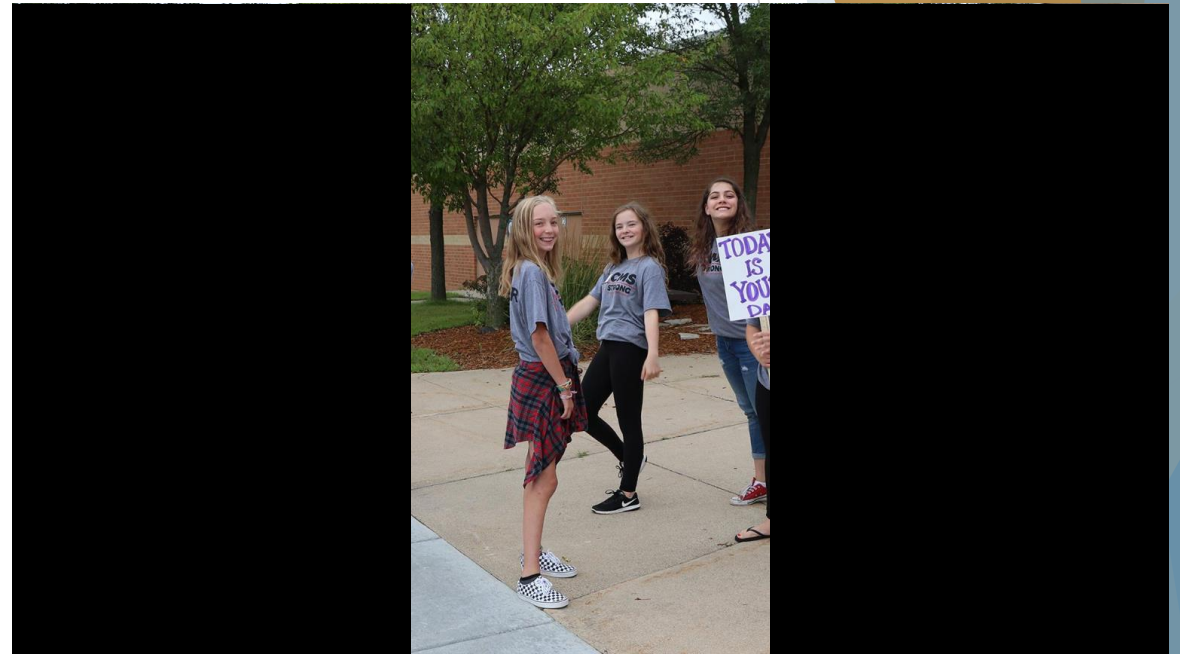
Quick Video Tip

For organizations that film videos on smartphones:

Watch how you hold your phone!

Holding it vertical might feel natural...

... But holding it horizontal gives you a better view of your surroundings!





Staff Headshots

Use a creative catchphrase to get the word out



Bloomington MN City Government

Pack your bags, pondweed! A renovation project at Normandale Lake will



Bloomington Lake to Disappear for Winter in Effort to Combat Invasive Weed



SECTIONS |



Normandale Lake in Bloomington to be drained to kill invasive curly-leaf pondweed

Most of Bloomington's 112-acre Normandale Lake will be dry until April.

By Miguel Otárola Star Tribune | AUGUST 23, 2018 — 11:07PM

Pack Your Bags, Pondweed!

Normandale Lake to be Drained to Improve Wa

Deliver a brand experience

Surprise and delight, unique gifting,
and instagrammable events.

Department pages and newsfeed on intranet

The screenshot displays the Ramsey County Intranet website. The top navigation bar includes the RamseyNET logo and a search bar. The breadcrumb trail reads: Home / Service Teams & Departments / Information and Public Records. The main heading is "Communications & Public Relations".

Left Sidebar:

- Back to Information and Public Records
- Information and Public Records Administration
- Communications & Public Relations
 - Key Contacts
 - Department Info
 - Topics & Resources
 - Government Relations
- County Assessor
- Information Services
- Project Management Office
- Property Tax, Records & Election Services
- Calendar
- Forms
- IPR Modernization Program
- Service Team Policies & Procedures

Bottom Sidebar:

- Directory
- Ramsey News
- Calendar
- ramseycounty.us
- Ramsey Brand

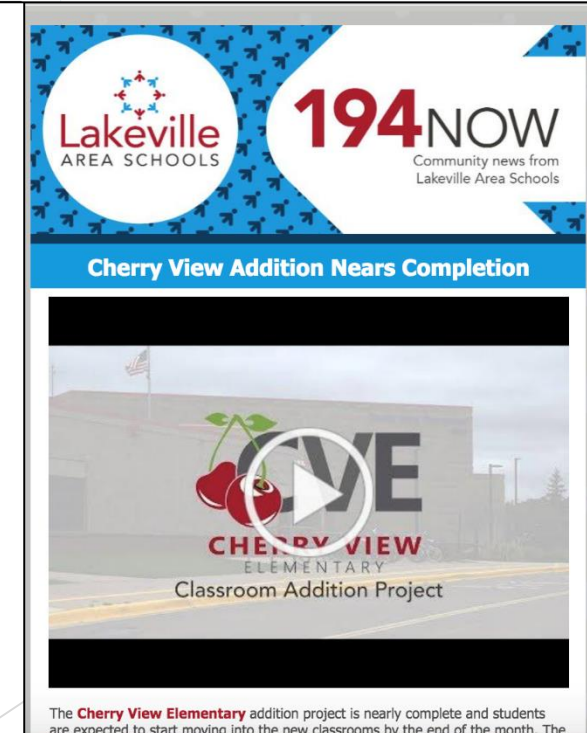
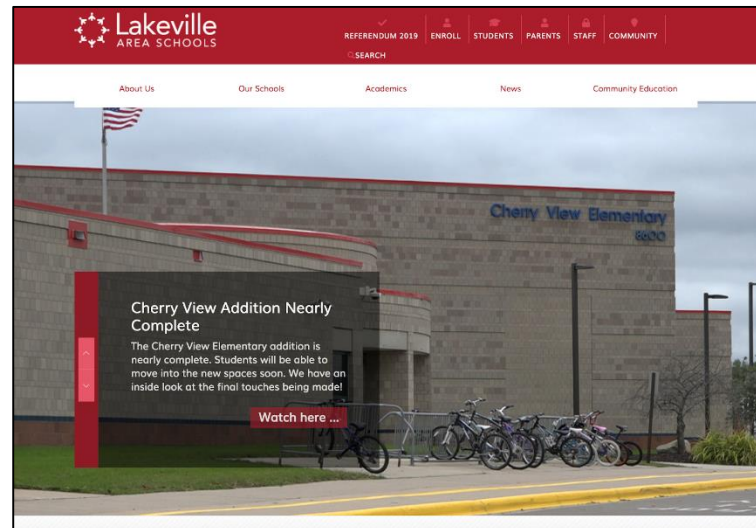
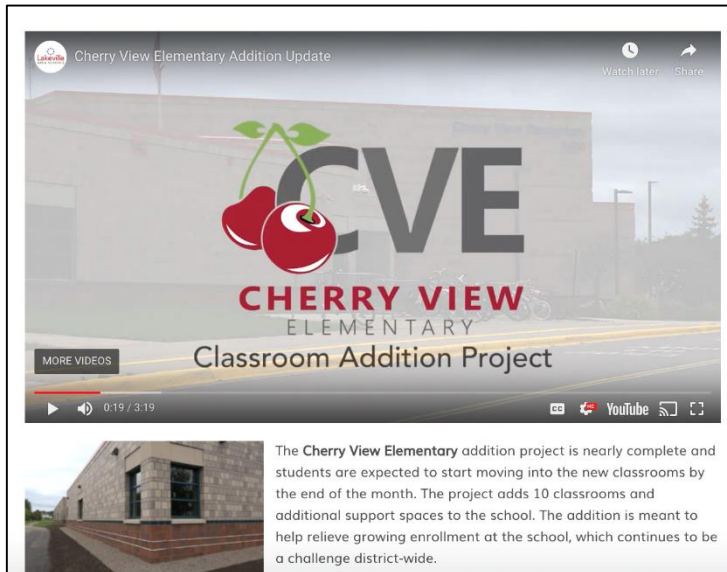
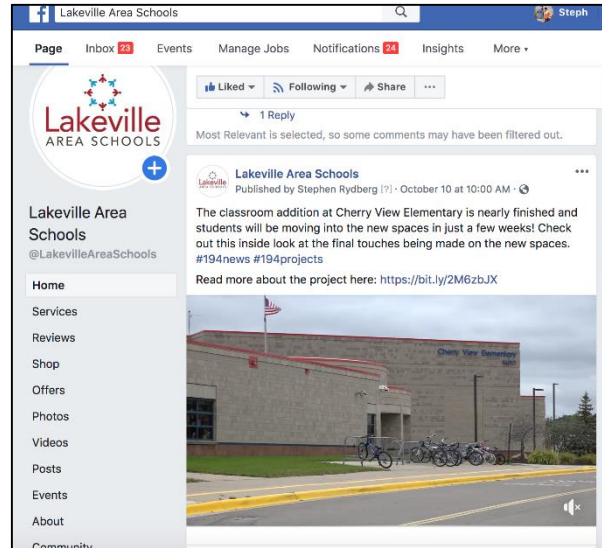
Main Content Area:

- Popular Links:**
 - Submit an item for the 2020 legislative platform
 - Editorial calendar - planning
 - Social media calendar
 - Project request form
 - Ramsey Brand
 - Submit to Ramsey News
 - Metrics
 - Send a High Five
- Contact Communications & Public Relations:**

250 Courthouse
15 West Kellogg Blvd.
Saint Paul, MN 55102
651-266-8000
CommunicationsHelpDesk@ramseycounty.us
- News and updates:**
 - 10/16/19**
Courthouse 4th Street entrance closed Oct. 21-25 for installation of new doors
Staff and visitors should use the Kellogg Boulevard or skyway entrances until the work is complete.
 - 10/08/19**
Order Ramsey County branded apparel for a limited time
Browse an expanded selection of items and get free shipping Oct. 8-22.
 - 10/01/19**
Communications & Public Relations honored with Leaders in Local Government Award
Information and Public Records Deputy County Manager Karen Francois and Communications & Public Relations Director John Siqueland attended the luncheon ceremony at which a number of other public entities were also recognized.

Synchronize Your Communications

- ▶ Plan delivery of content to reach audiences at once
- ▶ Schedule content to go live all at once
- ▶ Use a tool like Hootsuite
- ▶ Cross link your posts



Clean Website

B L O O M I N G T O N BRIEFING



bloomington IN FOCUS

Corporate Report to the
Community 2019

SNAPSHOTS OF BLOOMINGTON

Winter, spring, summer or fall all you have to do is call to see Bloomington through a n
out about its seasonal photo contests in the summer of 2018. With more than 100 sub
idea is catching on with residents. This photo was submitted by Jason Bates during the "Sun
and is of a sunset over Bloomington's East Bush Lake. Check out the photo contest winners and watch for the upcoming 2019
seasonal photo contests on the City's Facebook page at [blm.mn/facebook](https://www.facebook.com/blm.mn/).



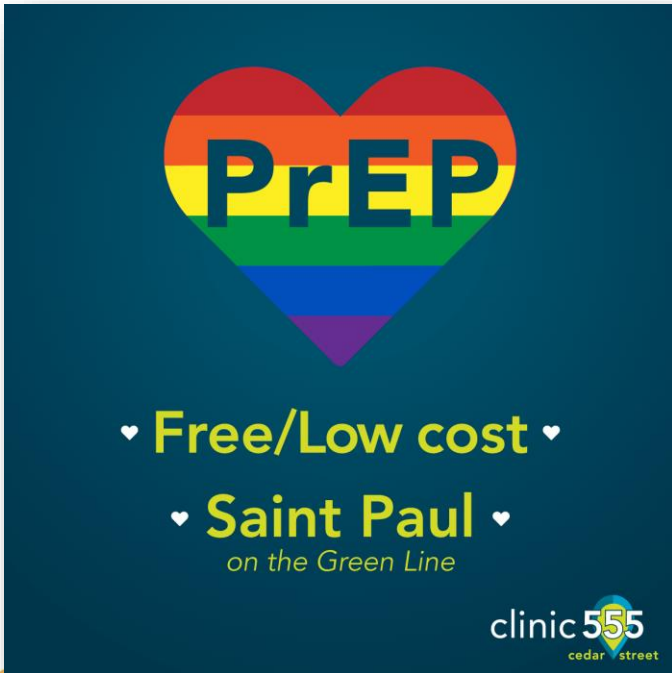
Momentum

What's the one thing you can change today?

Check it off and move to the next!

The .gif that keeps on .gif-ing

- ▶ .gifs are quick ways to:
 - ▶ Show a quick demonstration
 - ▶ Engage on social media



Special events

Student-created staff recognition awards speak from the heart





Reviews



Brand Evangelists

Curate a group, give them resources, and let them share all the great things.



Data Privacy and Security tips

- ▶ How to train employees on Data Security and Privacy?
- ▶ Revamped yearly training to be more modern and plain language.
- ▶ Weekly series in our employee newsletter- runs once a month.
- ▶ Awareness series for different months.

< Back to List

Cybersecurity tips for the holiday season: Secure your devices and accounts

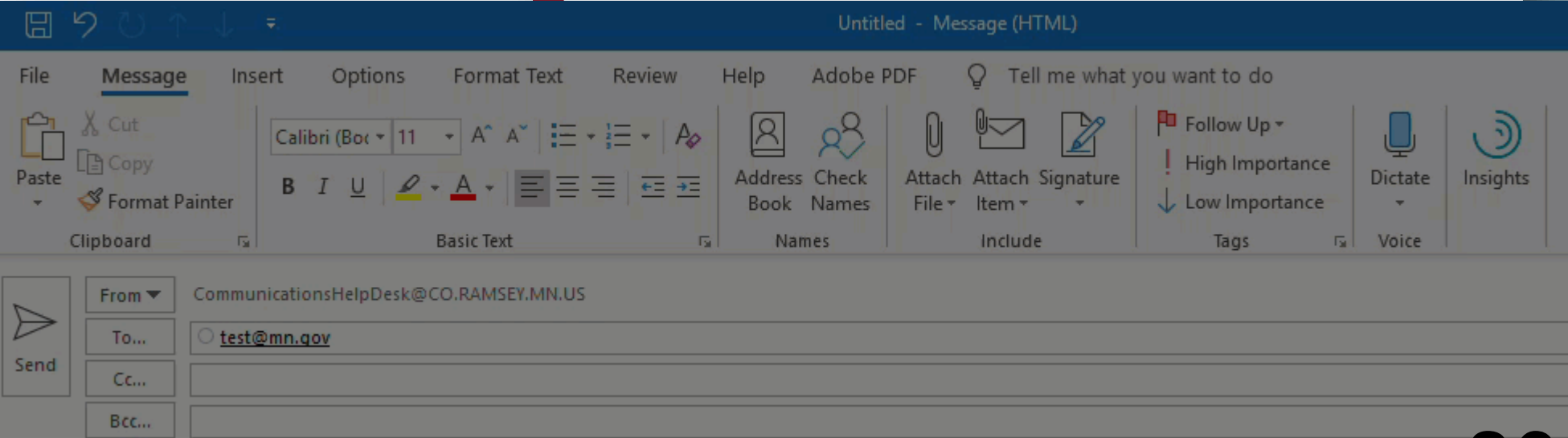
This holiday season, follow these tips to secure your device, connectivity and accounts:

Keep devices up-to-date

This applies specially to those of you who use devices to shop and bank. Simply updating the device that you use for conducting your online shopping is a key cybersecurity practice. By keeping the device up-to-date with current patches and software, you ensure you have the manufacturer's latest security fixes in place.

Never use a public computer or Wi-Fi for shopping or banking

Using a public computer, like those found at libraries, can expose you to greater risk. It is best to use a trusted home device and network for anything involving financial transactions.



Branding through Focus Groups

- ← Two-way communication
- ← Builds relationships with key audiences
- ← Helps establish your authentic voice

