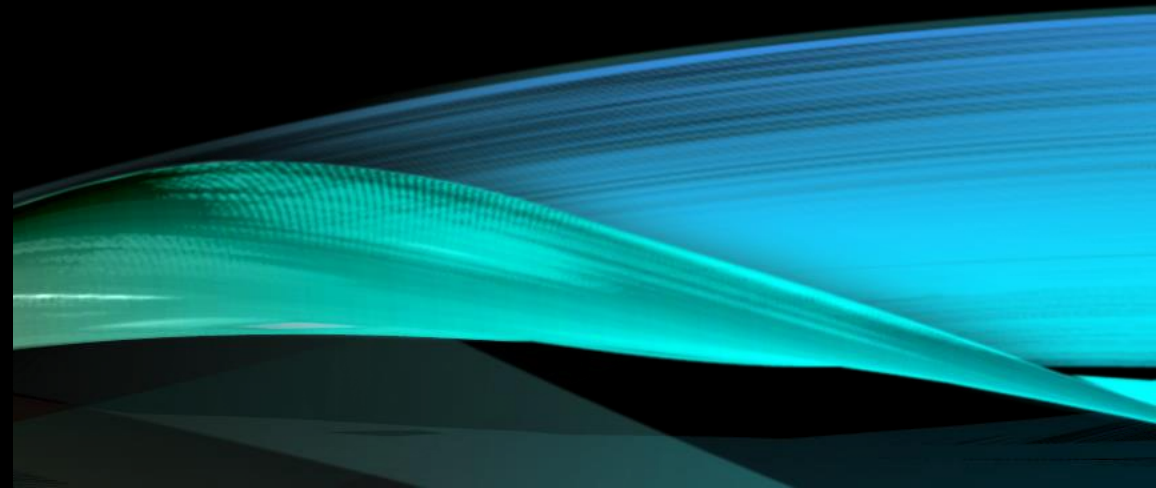




# SOCIAL MEDIA

A positive Tool in Troubling Times







Social media usage:

The average US adult spends **38 minutes** per day on Facebook. 16-24-year-olds spend a median of 3 hours a day on social media. Internet users spend an average of 2 hours and **22 minutes** per day on social networking in 2019.



**Next Door**

**Facebook - Multiple sites that reach  
over 30,000 people**

**Opens a public dialogue**

**Twitter**

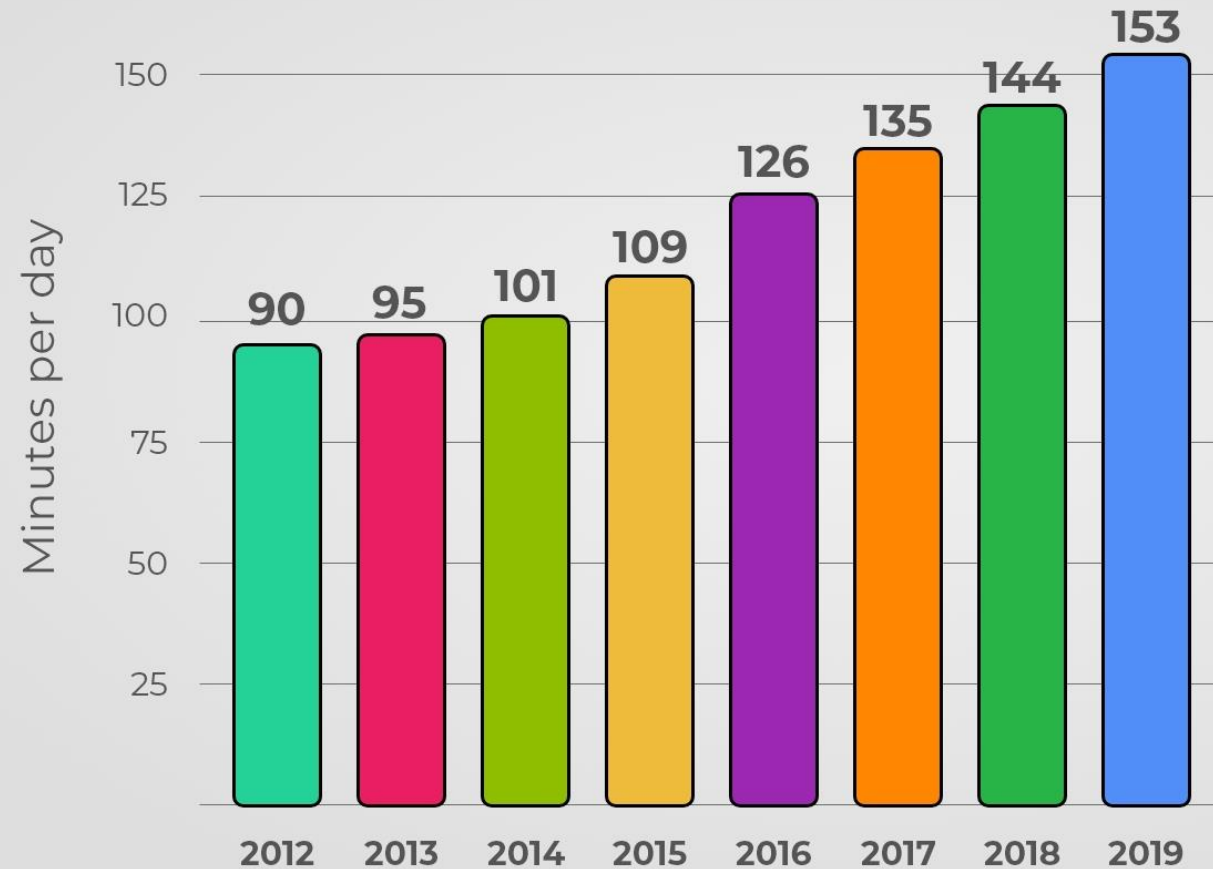
**Instagram**

**YouTube**

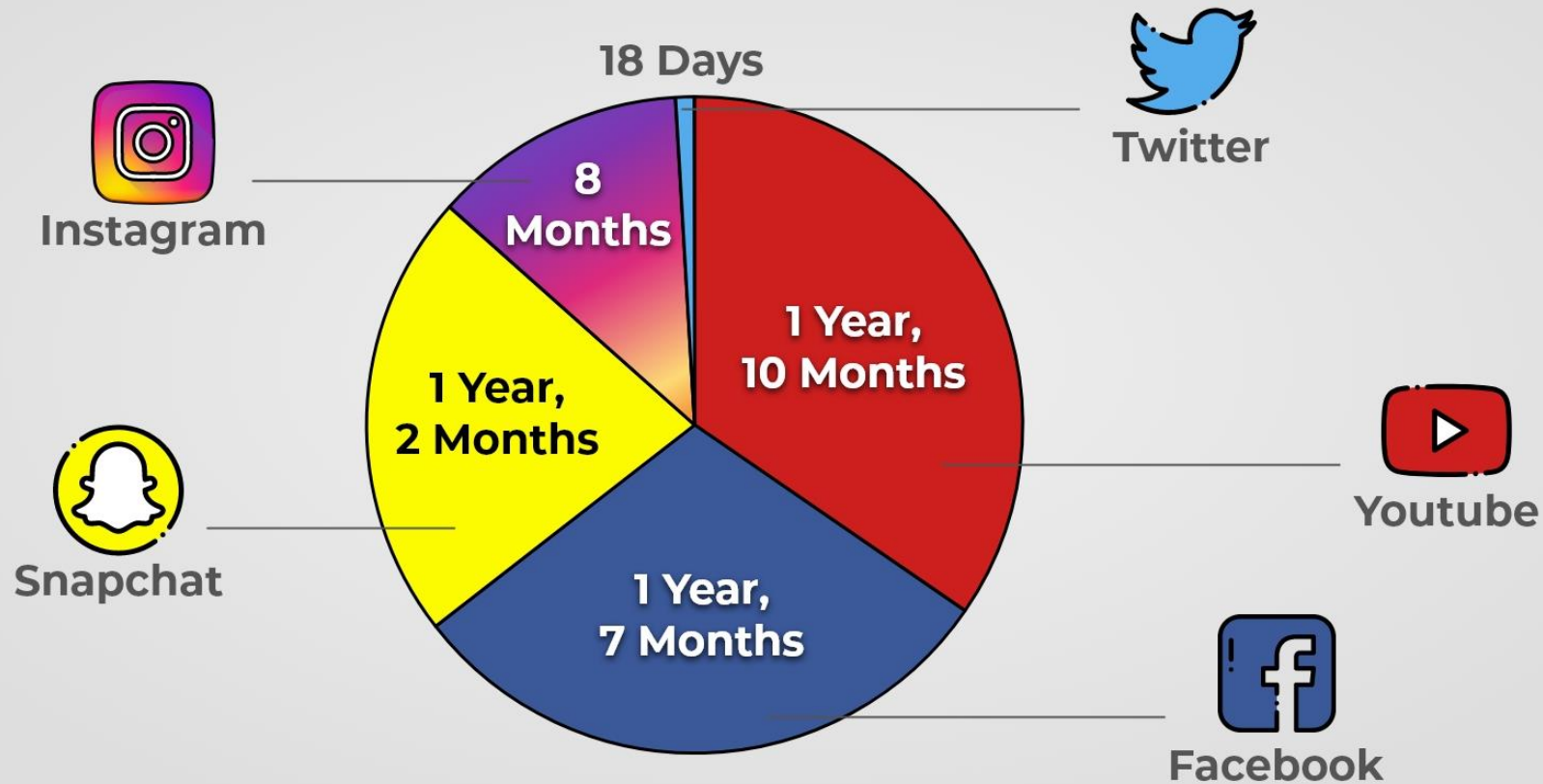
**ZOOM / WEBEX**

## Daily Time Spent On Social Networking

2012-2019 (in minutes)



# Time Spent On Social in a Lifetime





**SURVEY MONKEY**

**JOT FORMS**

*These are critical tools to gain input*





**Weather  
Traffic**

**Emergency Happenings**

**Project Updates**

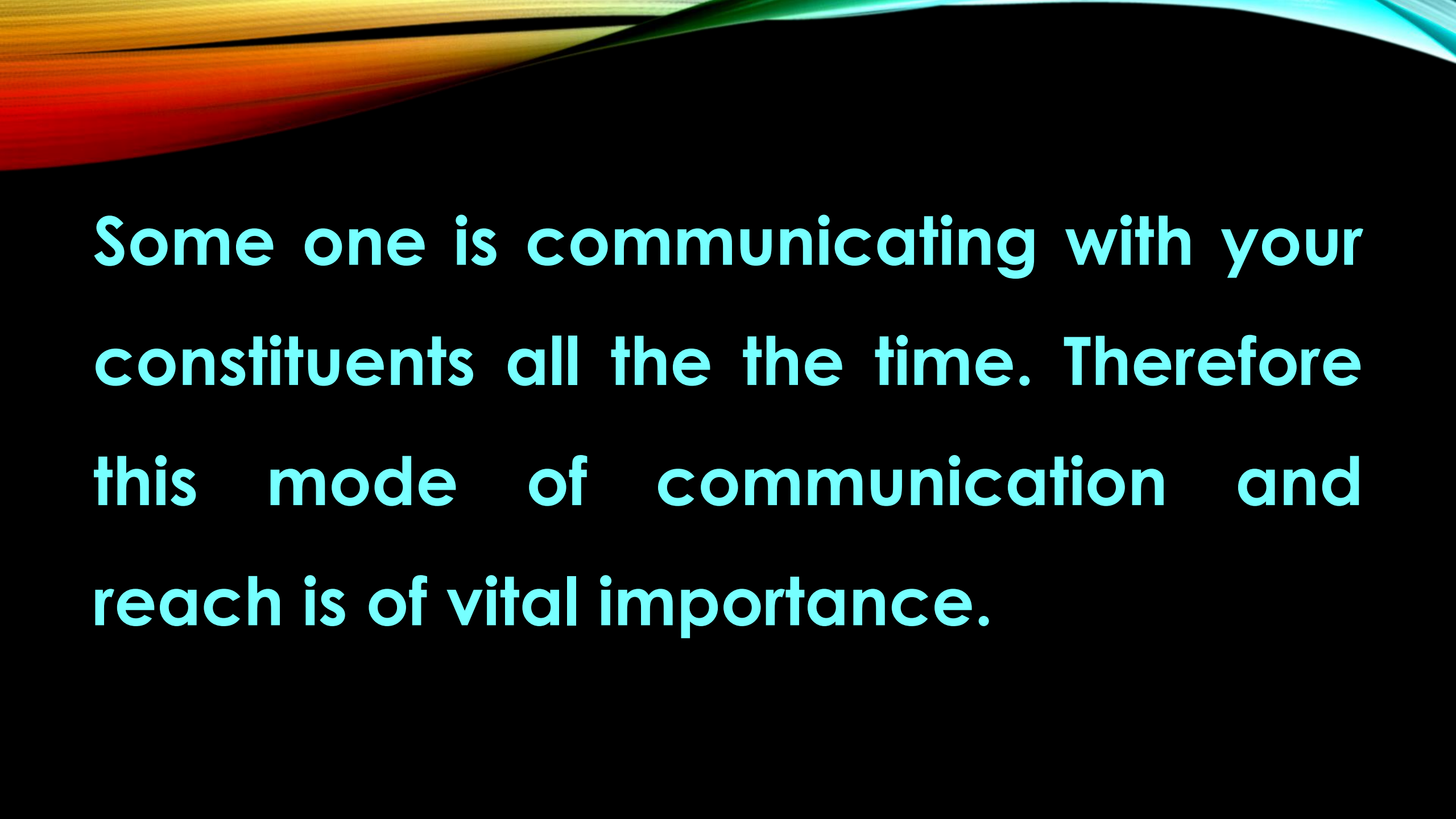
**County News and Updates**

**Answer Question**

**Pandemic Updates**

**Surveys for public input**





**Some one is communicating with your constituents all the the time. Therefore this mode of communication and reach is of vital importance.**

# Examples of posts



William M. McCarty Sr.

4h · 🌐

...

Isle of Wight Residents. As the remnants of Zeta moves across the Mid-Atlantic today, we will experience some gusty winds this afternoon and into the evening.

Peak wind gusts will be up to 50 mph in the area under a Wind Advisory. Strongest winds will be between 1 PM and 7PM today. Everyone be safe!

## Gusty Winds Thursday Afternoon

Weather Forecast Office  
Wakefield, VA

Issued Oct 29, 2020 5:39 AM EDT



# Examples of posts



William M. McCarty Sr. ▸ Ashby Way Community

Visual Storyteller · April 12 · 🌤️



Hello Ashby Community!

As of this morning's National Weather Service (NWS) briefing update, the chance of strong to severe late tonight through Monday evening has been increased to the "enhanced" level ( 3 on a 1-5) for severe storms. Damaging winds are the main threat. However, a brief tornado cannot be ruled out. Even outside of any storms, strong, gusty winds are expected during the day on Monday before diminishing Monday evening. We will likely see high winds gusts for most of the day Monday. It currently looks like the highest winds (40-50 mph gusts) are most likely from about 11am - 8pm Monday.

Timing: Showers and thunderstorms will approach from the west late tonight into the predawn hours Monday morning. Scattered to numerous showers and thunderstorms will then move across our area Monday morning into Monday afternoon.

Overview and Impacts:

- Scattered showers & thunderstorms are expected early Monday morning west of I-95, continuing into early Monday afternoon along the coast.
- Damaging winds are the primary threat with any storms, but a brief tornado is possible.
- On Monday, winds are expected to gust to 40-50 mph outside of any thunderstorm.
- Marine: Storm Watches are in effect for the northern coastal waters on Monday, with Gale Watches and Warnings now in effect across the remainder of the marine area.

Everyone stay safe!



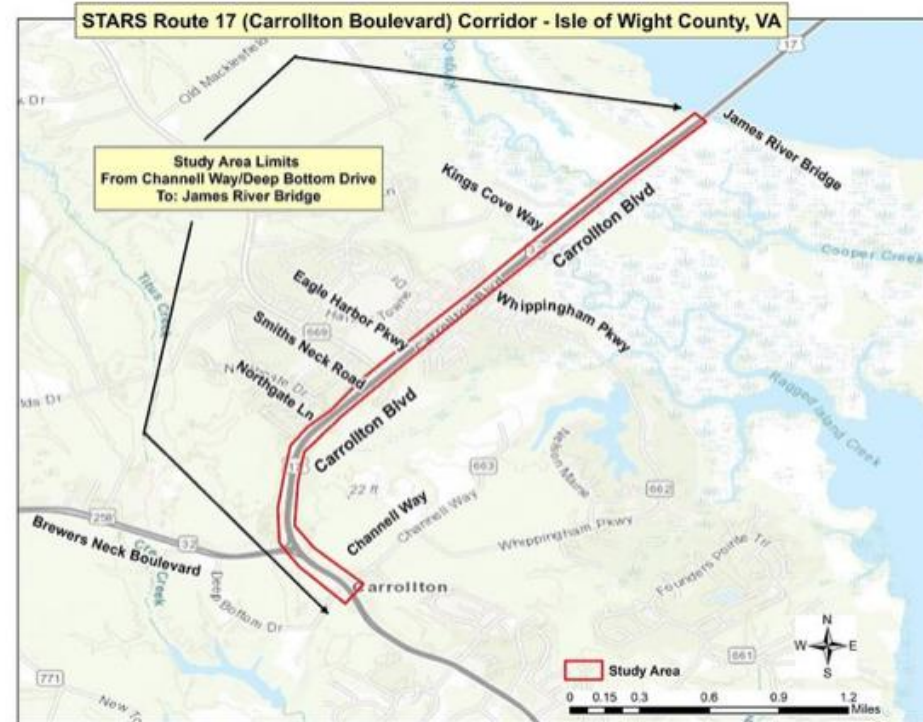
# Examples of posts



William M. McCarty Sr. shared a post.

Visual Storyteller · January 10 · 🌐

FYI Ashby Citizens! Please see below an important VDOT meeting. If you all will email me at [wmccarty@isleofwightus.net](mailto:wmccarty@isleofwightus.net), I will send you the letter with links so you can share your input and pass along.



Virginia Department of Transportation ► VDOT Hampton Roads District

January 10 · 🌐

Help VDOT evaluate potential operational and safety improvements along a section of Route 17 (from Channell Way to the James River Bridge) in Isle of Wight Coun... [See More](#)

# Examples of posts



William M. McCarty Sr. ▸ Ashby Way Community

Visual Storyteller · November 14, 2018 · 🌐

Just a quick update related to the coastal storm that will track across the region tonight through Thursday. Isle of Wight is under a Flood Watch effective from 7am Thursday to 7pm Thursday night. Based on the current National Weather Service (NWS) forecast information, IOW will likely see:

1"-2" of rain from the system leading to the potential for minor flooding and elevated river levels. Rain will be moderate to heavy at times.

NWS forecasts show the James River at... [See More](#)



NATIONAL WEATHER SERVICE  
NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION



## Contact and Next Briefing Information



### Next Briefing

*When: By 6 AM EST Wednesday,  
November 15<sup>th</sup>*

Briefing Webpage:

<https://www.weather.gov/akg/Brief>

Latest Briefing Available At:

<https://www.weather.gov/media/akg/briefings/LatestBriefing.pdf>



Web:

<http://www.weather.gov/akg>



Phone (public):

(757) 699-4200



E-mail:

[aka-report@noaa.gov](mailto:aka-report@noaa.gov)



Facebook:

[NWSWakefieldVA](#)



Twitter:

[@NWSWakefieldVA](#)



YouTube:

[NWSWakefieldVA](#)

**Disclaimer:** The information contained within this briefing is time-sensitive, please visit our website for the latest briefing.

# Examples of posts

 **William M. McCarty Sr.** shared a live video. ...  
Visual Storyteller · March 21 · 🌐

Just making sure you all see...





**William M. McCarty Sr.** was live.  
March 21 · Carrollton · 🌐  
COVID-19 Update — at Healing Waters Worship Center.



# SOCIAL MEDIA

A positive Tool in Troubling Times

