One Plan, Three Parts

Integrated Communication Model. The model incorporates two historical models and one based on social media in an attempt to offer the Dublin City Council (DCC) a framework to use as it moves forward. It is accompanied by a comprehensive review of research on social media in the public realm.

Demonstration Project. This real-time Twitter campaign is based on the Dublin’s six Urban Themes. It uses the hashtag #SmithfieldSays, and was conducted over seven days using the DCC’s Twitter account. Ultimately, it demonstrates the viability of the communications model, serving as proof of concept.

Analytics. Information captured and analyzed includes that from an Influencer Engagement Platform, Zoomph, as well as Street Conversations conducted on the ground in Smithfield.
Twitter Campaign

Zoomph is an Influencer Engagement Platform (IEP) designed to maximize social media reach, depth, and real-time engagement. It is an "all-in-one" platform that incorporates three core modules: curation, analytics, and visualizations. By gathering data through customized reports the Dublin City Council can improve their social media strategies and track the results in order for positive public engagement to be realized and further enhance the public conversation.
Integrated Communications Model

- **Inform**: With WHO says WHAT effect, to WHOM in WHICH channel.
- **Empower**: Core superficial effect, to WHOM in WHICH channel.
- **Consult**: Consult WHO says WHAT effect, to WHOM in WHICH channel.
- **Collaborate**: Involve WHO says WHAT effect, to WHOM in WHICH channel.
- **Involve**: Collaborate WHO says WHAT effect, to WHOM in WHICH channel.

Personal intimate communications.
Street Campaign: City & USC Results

CONVERSATION DATA

187 Conversations
13 Surveyors
15 Conversations Per Surveyor

Street Talk @ Smithfield

Data analysis
There is a positive upward trend, with the average score being around 7 out of 10 in positive reporting within the Smithfield Square. High scoring inputs are focused on institutions (Lighthouse Cinema, Generator Hostal and Horse Fair).
Moving Forward

Findings:
- Social media campaigns can and do achieve the same goals as on-street conversations.
- Social media can be more efficient and effective than on-street conversations both fiscally and logistically. It is especially effective in reaching specific targeted audiences.
- Social media can be managed effectively to encourage positive conversations.

Next Steps:
- Engage the residents that live on the periphery of the square, including those in social housing.
- Support the square’s businesses and organizations in engaging each other.
- Use multiple social media platforms, especially Facebook, to engage those in Smithfield.

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