

HOLLAND**PERDUE**

SOCIAL MEDIA FOR ELECTED OFFICIALS

**Harnessing Social Media
to Build Your Community
and Solidify Your Brand**

VIRGINIA MAYORS INSTITUTE
VML ANNUAL CONFERENCE





***"Social media is the
ultimate equalizer.
It gives a voice and
a platform to
anyone willing to
engage"***

— Amy Jo Martin, Author
Renegades Write the Rules

The first rule of social media (for public officials):

DO NOT BLOCK ANYONE.

In *O'Connor-Ratcliff v. Garnier*, the Supreme Court ruled that public officials who post about topics relating to their work on their social media accounts are acting on behalf of the government, and therefore can be held liable for violating the First Amendment when they block their critics.

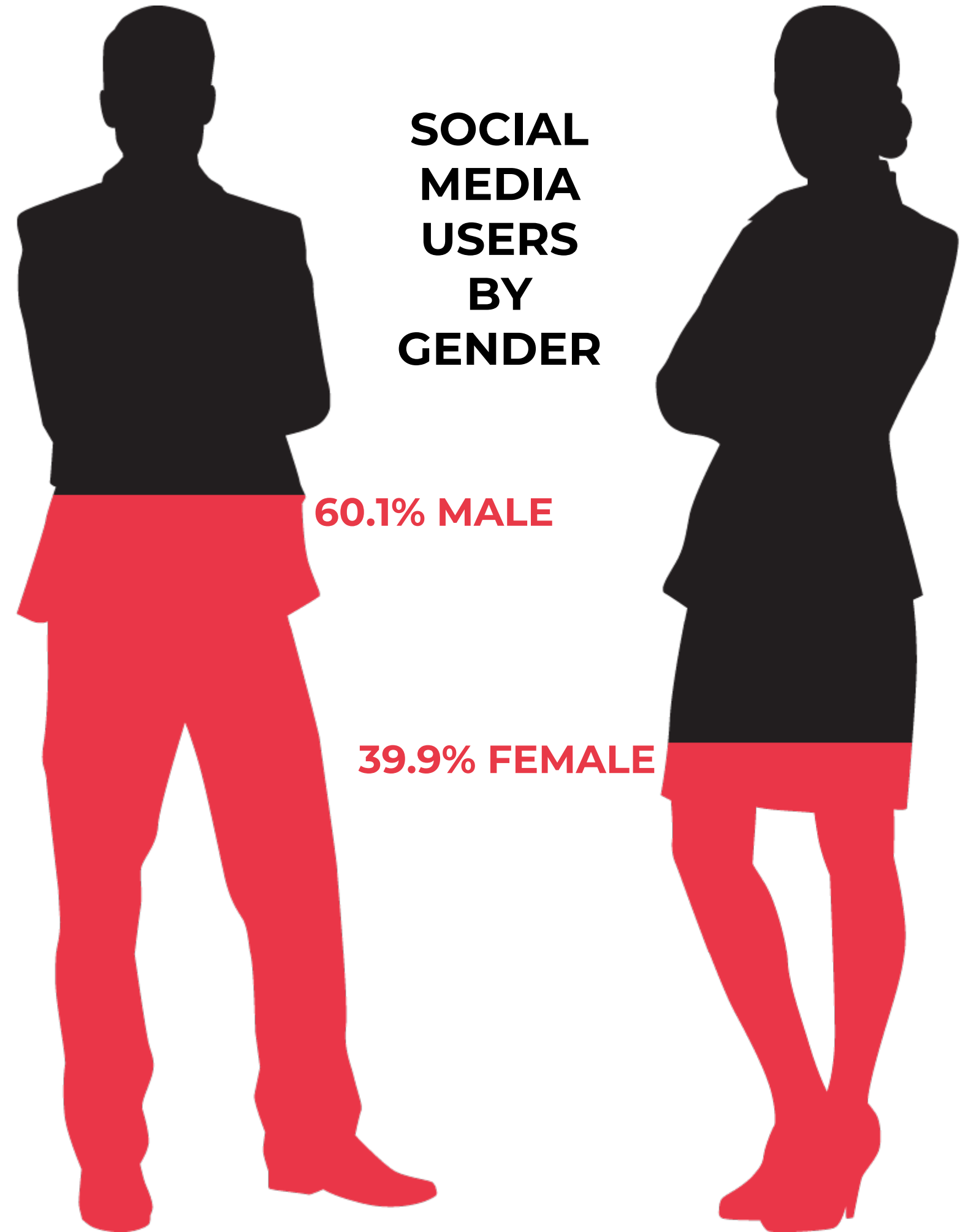


SOCIAL MEDIA USER DEMOGRAPHICS IN VIRGINIA

SOCIAL MEDIA USERS BY GENDER

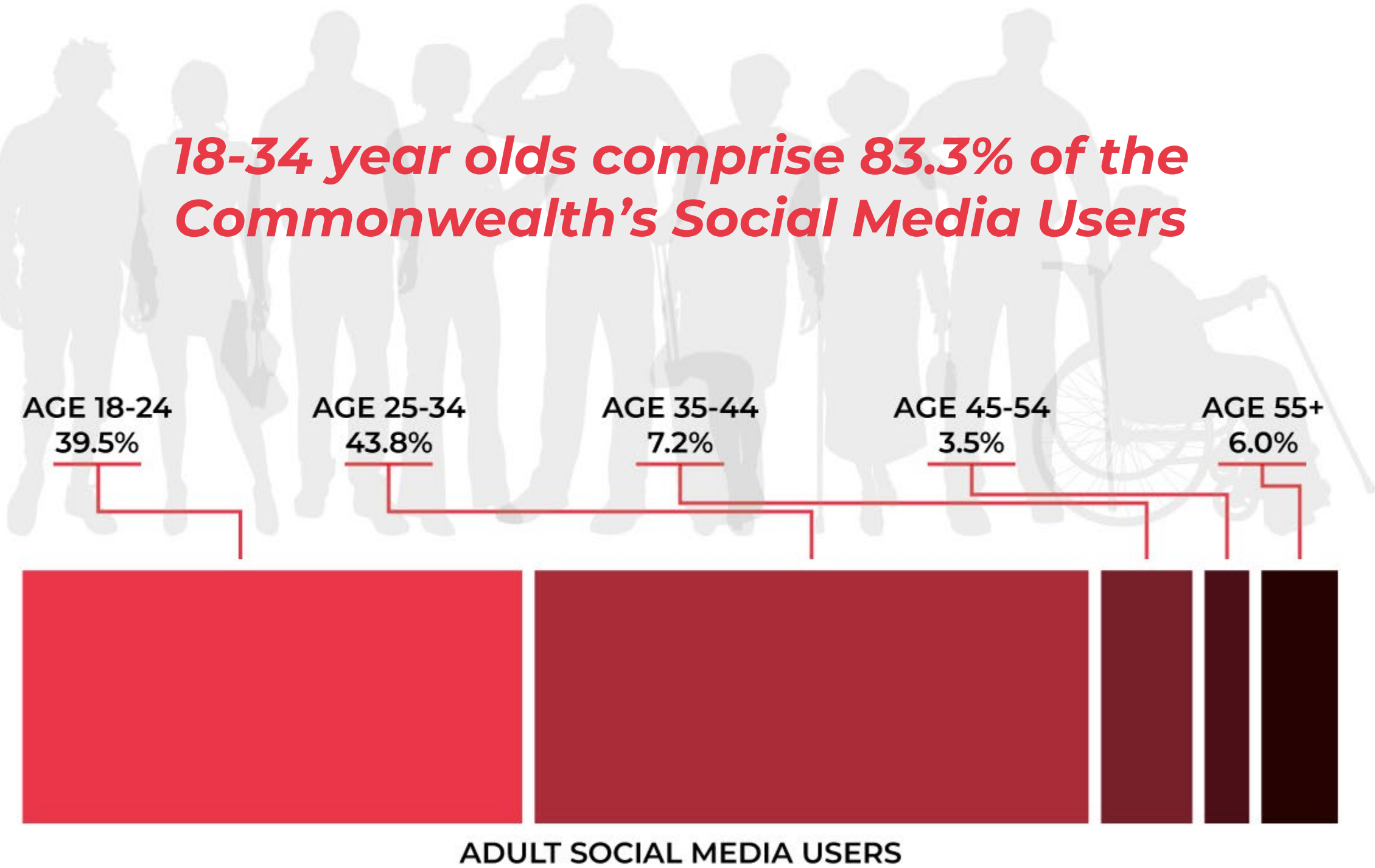
60.1% MALE

39.9% FEMALE



AGE DEMOGRAPHICS IN VIRGINIA

18-34 year olds comprise 83.3% of the Commonwealth's Social Media Users



Facebook is a prime channel to engage constituents on broad community issues and events.

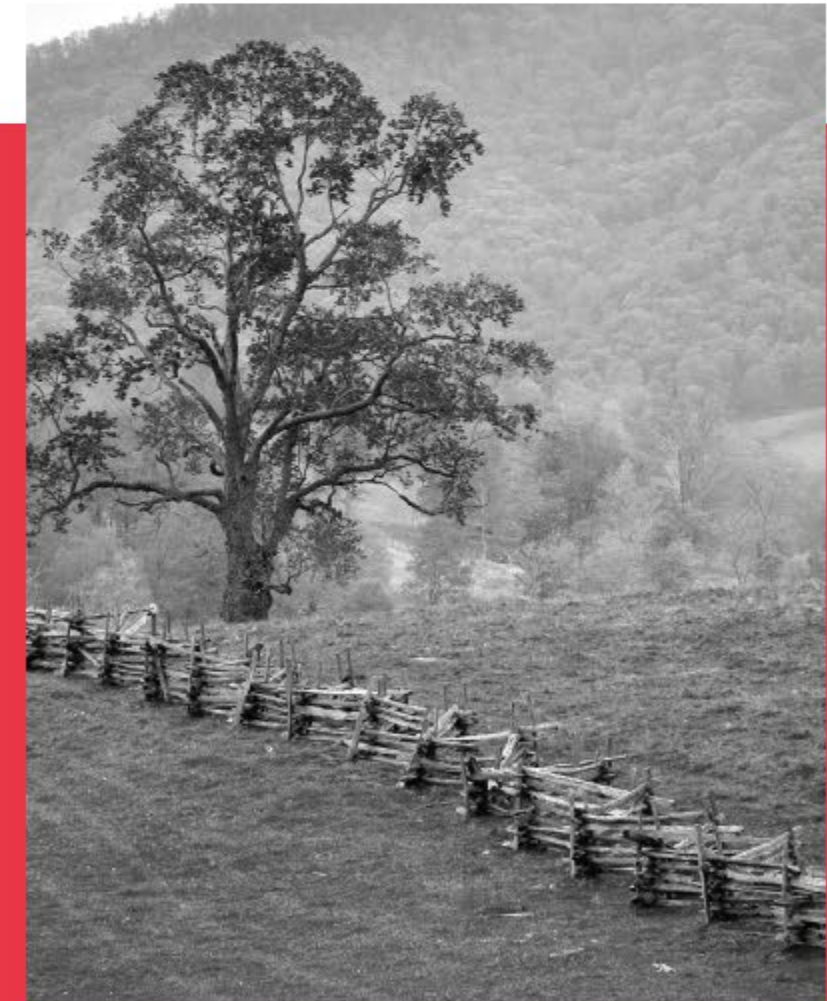
In a study conducted this year, the Commonwealth recorded over 11.9 million monthly searches for social media-related terms. This placed Virginia second in the U.S. for average number of social media-related searches per 100,000 residents, a strong indicator of social media obsession.

Northern Virginia leads in volume of activity due to its dense population and tech-savvy workforce. NOVA localities have some of the highest internet usage in the U.S., and elected officials there often see robust engagement on platforms like X and Facebook.



The Richmond metro and Hampton Roads (Virginia Beach/Norfolk region) are also hotbeds of social media usage, reflecting their population size and younger demographics (military and university communities). These urban regions tend to favor Instagram and X for real-time news and community updates, in addition to Facebook.

Rural areas (e.g. Southwest Virginia, Southside) have fewer users overall, but those online are highly active on Facebook, often relying on it as a primary news source and community bulletin. Rural users may be *less* present on X and Instagram simply due to demographics.



INFORMATION OVERLOAD



The average American adult spends an estimated 5.5 hours per day on their laptops and mobile phones.



The average American adult sees between 4,000 and 10,000 advertisements daily.



A brief 20-second scroll on a picture-based app could expose a person to over 20 adverts.



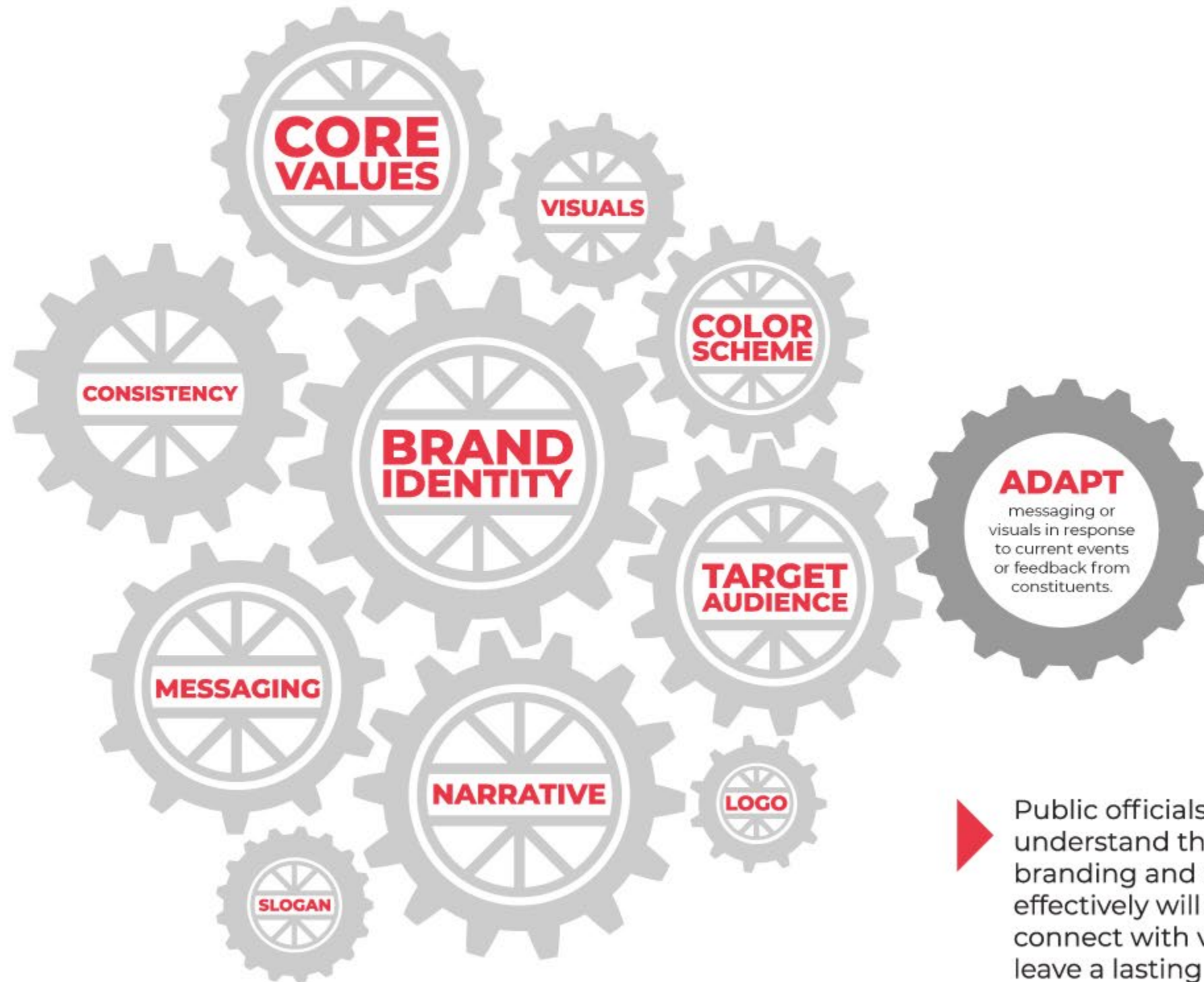
Personal branding is vital for public officials.

- establish credibility and trust with constituents
- build a cohesive narrative about their values
- increase visibility for their messages and policies.

A strong brand influences how people perceive and support officials.

- helps them gain followers
- secure opportunities
- have a greater impact on public policy *and their careers*

Branding is not just about a catchy slogan or a recognizable logo—it's about creating a cohesive and compelling identity that communicates values, and builds trust.



▶ Public officials who understand the power of branding and execute it effectively will stand out, connect with voters, and leave a lasting impact.

ELEMENTS OF A PUBLIC OFFICIAL BRAND



SOCIAL MEDIA USAGE BY PLATFORM



Nationally, about **64% of U.S. adults use Facebook**, and Virginia likely mirrors this high penetration. By extrapolation, roughly *5 million* Virginians may be on Facebook out of the Commonwealth's 8.7M population.



Instagram commands a large user base in Virginia, though a bit smaller and younger-skewing. About **37% of U.S. adults use Instagram** (2.5–3 million Virginia users, heavily concentrated in the under-40 demographic).



X (Twitter) has a more modest footprint: roughly **18–23% of U.S. adults use Twitter/X**. In Virginia this equates to approximately 1.5 million adult users. This X audience includes many influencers, journalists, and politically active citizens, giving it outsized importance for civic discourse.

Across social media platforms, seeing politics far outweighs sharing about it.

The % of each platform's U.S. users who say they "see" and "share" some content about politics or political issues.

Facebook



X (Twitter)



Instagram



TikTok





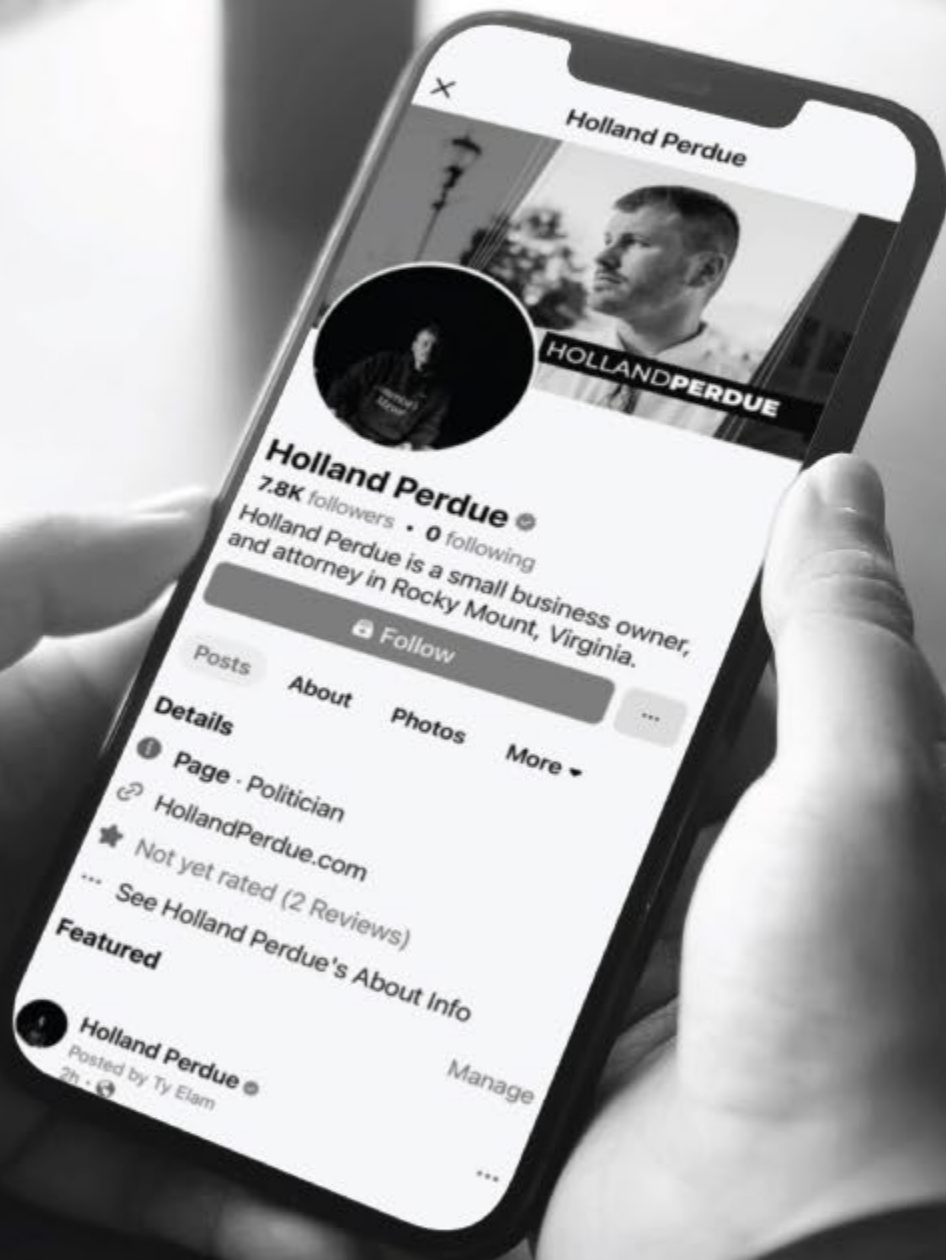
Facebook offers the greatest reach for civic engagement

STRENGTHS

- Enormous reach across age groups in Virginia
- Community-oriented (many users follow local government pages, community groups)
- Allows long-form posts and detailed discussions
- Great for sharing event invites, photo albums, live videos, and engaging with citizens via comments.

WEAKNESSES

- Algorithm can de-prioritize government content (especially if it's not getting immediate engagement)
- Political pages can attract **trolls or heated comment threads**, requiring moderation
- Facebook also demands vigilance with message inboxes – constituents may submit service requests or questions via Messenger expecting a response



TYPES OF CONTENT

- Event Promotion
- Event Recap
- Business Spotlight
- Charitable
- Notable People
- Local Interest
- Issue Based
- Electoral

Adapted to branding



***“No one will follow
you if you don’t
know where you
are going.”***

— Jack Trout



Holland Perdue

Published by Ty Elam · September 20 at 10:19 AM ·

Today is the day. Rocky Mount Fest kicks off at 3:00 this afternoon. Below is the list of vendors who will be participating. Thank you to each vendor for the time, prep... See more

ROCKY MOUNT FEST 2025



SATURDAY
SEPTEMBER 20
DOWNTOWN ROCKY MOUNT

More than
50
Exhibitors



HOLLANDPERDUE



Holland Perdue

Published by Ty Elam · October 2 at 8:30 AM ·

Come out and join us for Coffee with a Cop, this morning, at [The Whole Bean Coffeehouse](#). The event runs from 10:30 to 11:30 a.m., and I'll be there from 11:00 to 11:30,... See more



WITH MAYOR HOLLAND PERDUE



THURSDAY, OCTOBER 2
10:30 - 11:30 AM

HOLLANDPERDUE



EVENT PROMOTION



Holland Perdue

Published by Ty Elam · September 21 at 7:57 AM ·

Yesterday's Rocky Mount Fest was a huge success. An official number of attendees will be released towards the end of next week.

We are grateful to everyone who joined us and to the performers, volunteers, restaurants, vendors, public safety, Town staff, Town police, and local businesses who made this event possible.

Together, we have created something truly special and I know next year will be even bigger.



See insights

Create ad

 601

40 comments 37 shares



Holland Perdue

Published by Ty Elam · October 2 at 5:40 PM ·

This morning I had the chance to attend The Coffee with a Cop Event. ... See more



See insights

Create ad

 84

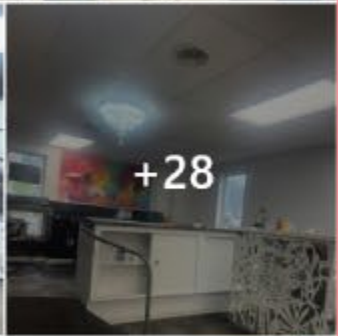
2 comments 8 shares

EVENT RECAP



Holland Perdue
Published by Ty Elam · August 9 ·

For my next small business highlight, I am pleased to feature [Unique Cache' Beauti Lounge](#) located at 120 Franklin Street, Rocky Mount, VA 24151.... [See more](#)



[See insights](#)[Create ad](#)



217

14 comments 51 shares



Holland Perdue
Published by Joe Stanley · September 5 ·

For my next small business spotlight, I am pleased to feature [Back 40 BBQ & Bakery!](#) Spend a few moments inside, and you are sure to hear, "I may never cook again!" as c... [See more](#)



[See insights](#)[Create ad](#)



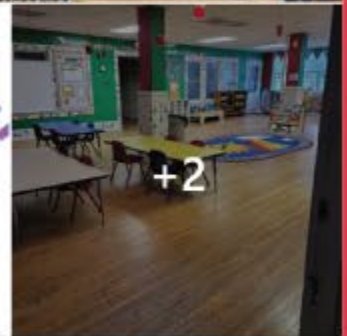
601

73 comments 146 shares



Holland Perdue
Published by Ty Elam · July 16 ·

For my next small business highlight, I am pleased to feature [Little Lambs Christian Preschool](#), located inside [Rocky Mount UMC](#) at 35 North Main Street in Rocky Mount, V... [See more](#)



[See insights](#)[Create ad](#)



57

14 shares

BUSINESS SPOTLIGHT



Holland Perdue

Published by Joe Stanley · September 5 ·

For my next small business spotlight, I am pleased to feature Back 40 BBQ & Bakery! Spend a few moments inside, and you are sure to hear, "I may never cook again!" as c... [See more](#)











[See insights](#)

Create ad



601

73 comments

146 shares

Views ⓘ

67,922

Reach ⓘ

27,449

Interactions ⓘ

833

Link clicks ⓘ

1

Views

Followers vs. non-followers

27%

Followers

73%

Non-followers

Interactions ⓘ

Reactions

601

Comments

73

Shares

145

Saves

14



860



291



0



7



0



0

Approximately 7,400 followers

HOLLANDPERDUE



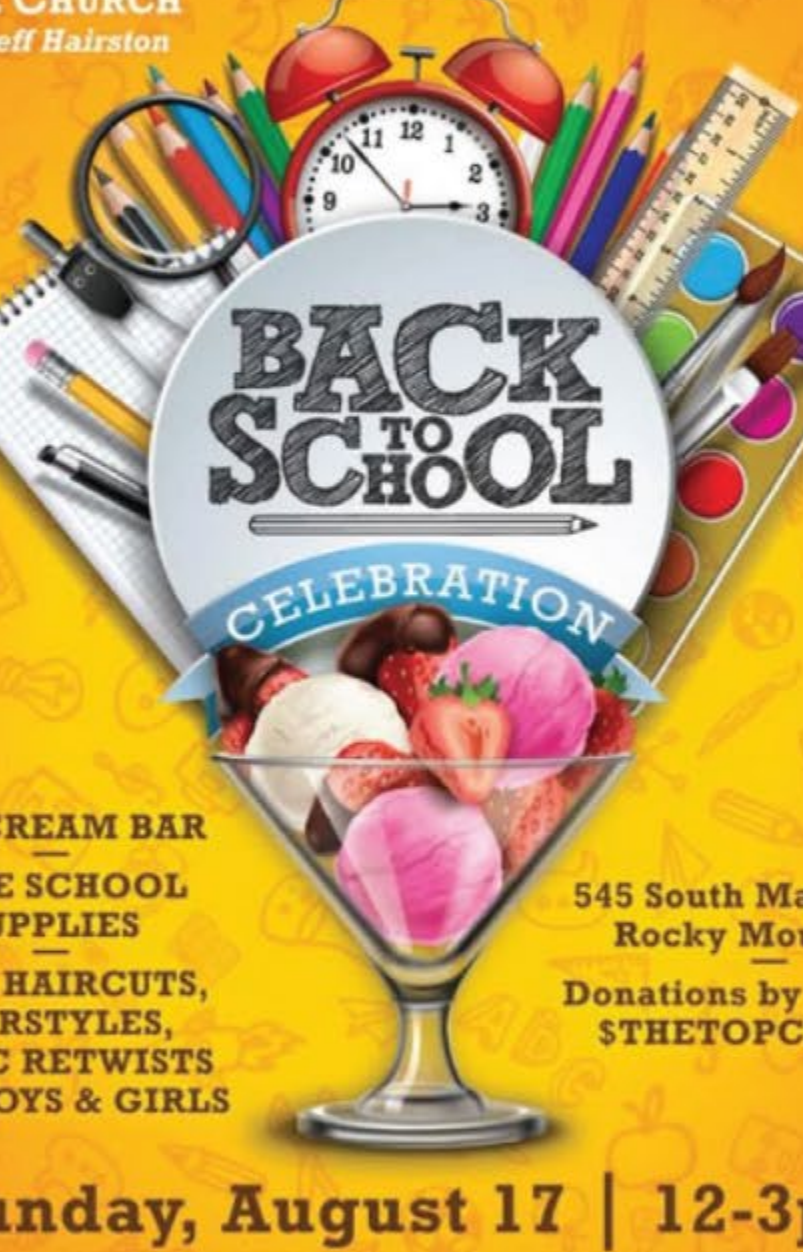
Holland Perdue

Published by Ty Elam · August 15 ·

Tabernacle of Praise Church of Christ TOP- Rocky Mt., VA, located at 545 South Main Street, is hosting a Community Back to School Event this Sunday, August 17, from 12 ... See more

TABERNACLE OF PRAISE CHURCH

Pastor Jeff Hairston



ICE CREAM BAR

FREE SCHOOL SUPPLIES

FREE HAIRCUTS, HAIRSTYLES, & LOC RETWISTS FOR BOYS & GIRLS

545 South Main Street
Rocky Mount, VA

Donations by CashApp
\$THETOPCHURCH

Sunday, August 17 | 12-3pm

HOLLANDPERDUE

See insights

Create ad

24

1 comment

27 shares

**Holland Perdue** 
Published by Ty Elam · August 8 · 

Franklin County Department of Social Services is currently hosting a donation drive to support the children and families they serve.... [See more](#)

Let's

DONATE

FOR FOSTER YOUTH

THINGS THEY NEED



TRAVEL SIZE
HYGIENE



TOWELS



PILLOWS



FEMININE
PERSONAL CARE



Franklin County
Department of Social Services

CONTACT US: 540.352.5128

HOLLANDPERDUE

[See insights](#)

Create ad

 36

4 comments 42 shares

CHARITABLE PROMO

HOLLANDPERDUE

Holland Perdue · Published by Ty Elam · August 15 ·

Tabernacle of Praise Church of Christ TOP- Rocky Mt., VA, located at 545 South Main Street, is hosting a Community Back to School Event this Sunday, August 17, from 12 ... [See more](#)

**TABERNACLE OF
PRAISE CHURCH**
Pastor Jeff Hairston

**BACK
TO
SCHOOL**

CELEBRATION

ICE CREAM BAR
FREE SCHOOL SUPPLIES
**FREE HAIRCUTS,
HAIRSTYLES,
& LOC RETWISTS
FOR BOYS & GIRLS**

**545 South Main Street
Rocky Mount, VA**
**Donations by CashApp
STHETOPCHURCH**

Sunday, August 17 | 12-3pm

HOLLANDPERDUE

[See insights](#) [Create ad](#)

👍❤️ 24 1 comment 27 shares



Approximately 7,200 followers

Tabernacle of Praise Church
Pastor Jeff Hairston

Community

BACK TO SCHOOL

Free Haircuts.
Hairstyles.
Loc ReTwists etc
for boys & girls

Donations Cash App \$THETOPCHURCH

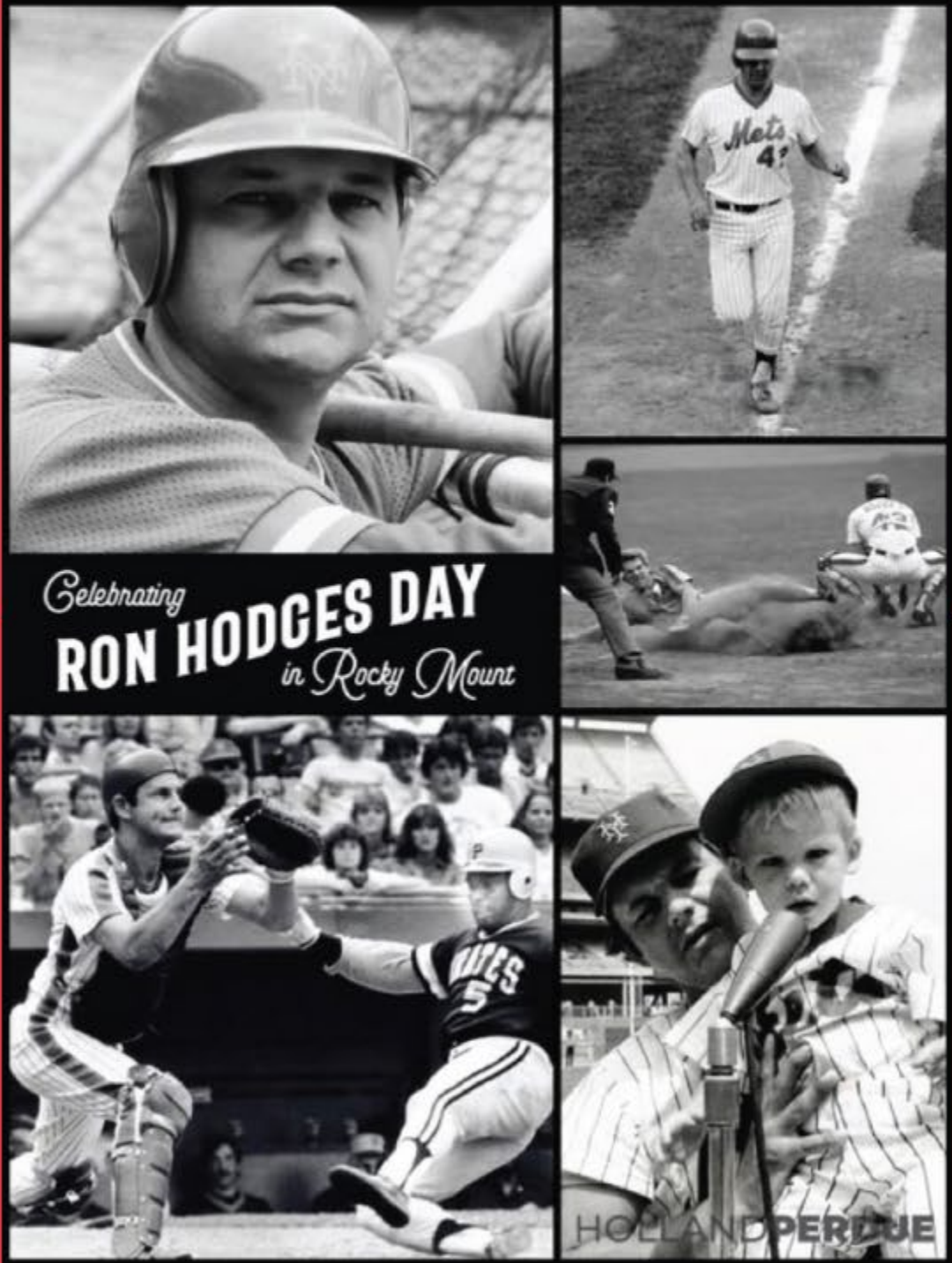
Rolled Ice Cream Bar by the Chilled Spot
& FREE School Supplies
Sunday August 17th at 12-3PM
545 South Main St. Rocky Mt. VA 24151

HOLLANDPERDUE



Holland Perdue · Published by Ty Elam · June 22 ·

Each year, on his birthday we honor Rocky Mount native Ron Hodges (1949-2023). Though drafted by the Baltimore Orioles, Kansas City Royals, and Atlanta Braves, Ron spen... [See more](#)



 488

34 comments 30 shares



Holland Perdue · Published by Ty Elam · August 14 ·

My prayers are with the family of Rex Stephenson, who passed away after a lifetime devoted to the arts and education. In 1973, Rex created the theatre major at [Ferrum College](#), opening the door for generations of students to learn, grow, and share their talents. The downstairs of Schoolfield Hall at Ferrum bears his name, a lasting tribute to his remarkable impact.

A gifted playwright, actor, director, and leader, Rex poured his heart into teaching and inspiring others. His influence will be felt on campus and in the hearts of all who knew him for years to come.



[See insights](#)

[Create ad](#)

 309

41 comments 52 shares

NOTABLE PEOPLE

HOLLANDPERDUE



Holland Perdue

Published by Ty Elam · June 24 ·

The [Rotary Club of Rocky Mount, VA](#) will host the 42nd Annual Independence Festival on Friday, June 27 at 7:00 p.m. at Franklin County High School. I'm honored to share ... [See more](#)





BILLIE WAYNE STOCKTON

Join us for a special presentation at the Rotary Independence Festival
Friday, June 27 7:00pm
Franklin County High School



Rotary Club of Rocky Mount



PATRIOT AWARD

HOLLANDPERDUE

[See insights](#)

[Create ad](#)

 139

36 comments 27 shares

Views	Reach
8,324	4,267
Interactions	Link clicks
203	--

Views

Followers vs. non-followers

49%

Followers

51%

Non-followers

Views	Reach
25,610	11,599
Interactions	Link clicks
351	1

Views

Followers vs. non-followers

34%

Followers

66%

Non-followers



Holland Perdue

Published by Ty Elam · June 28 ·

Last night's Independence Festival, hosted by the [Rotary Club of Rocky Mount, VA](#), was a celebration to remember. Vendors from across the region came together, the firew... [See more](#)



[See insights](#)

[Create ad](#)

 293

48 comments 12 shares

Approximately 7,100 followers

NOTABLE PEOPLE



Holland Perdue

Published by Ty Elam · September 27 at 8:07 AM ·

Early Voting continues now through November 1. This year is very important for Virginia and these races will have a great impact on our community. I encourage everyone ... [See more](#)

EARLY VOTING
IS AVAILABLE THRU NOVEMBER 1

You may vote early in person for the November 4, 2025,
General Election at the Registrar's Office at
1255 Franklin Street, Suite 106, Rocky Mount, VA.

MAKE YOUR
PLAN TO VOTE
TODAY!



HOLLANDPERDUE

[See insights](#)

Create ad



38

9 comments9 shares

Like

Comment

Share

Overview

Views

3,846

Interactions

56

Link clicks

--

This post received less views compared to your recent Facebook posts.

Views

3,846

TotalFollowers

30K

20K

10K

0

15m

9h

1d 6h

7d

This post's views

Your typical post views

Approximately 7,700 followers

CIVIC ENGAGEMENT



Holland Perdue 

Published by **Joe Stanley**  · **July 18, 2023** · 

Like and share.

This evening I addressed the Franklin County Board of Supervisors. ...

See more



Even shared last November. At that time, I represented a desire for the Rocky Mount Town Council and the Franklin County Board of Supervisors to work together more effectively to your Chairman, Tim Tatum. I also expressed a wish that the two governing bodies could convene together for an opportunity to get to know one another better, and for new members to meet each other. Nine months later that has yet to happen.

In 2022, the Town purchased a \$3.3 million dollar fire truck. Since January 2021, there had monthly meetings with Tim Tatum regarding the funding for the purchase of a new ladder truck for the Rocky Mount Fire Department, among other issues. All calls run by the Rocky Mount Fire Department are all Franklin County, not approximately 80% of the calls run by the Rocky Mount Fire Department are outside of Town limits. When we first met, it was noted that the County pays for the trucks for every fire department in the County except for the Rocky Mount Fire Department. When a Town resident pays their County taxes, it funds trucks for all other departments. Why not one for the Rocky Mount Fire Department?

I did not get an answer from Tim either when we were meeting or when I sent a letter to him June 17th. I still do not have an answer. Now I am asking in person for you to help fund the purchase of the ladder truck. If I don't get an answer, I will simply keep asking.

Last week, I asked for a meeting with the Board of Supervisors, preferably a closed-door session, as allowed by law, where we may discuss the new ladder development in the Town of Rocky Mount. I requested this meeting by way of County staff as well as through a letter to each Board Member. This request was denied which is why I am standing before you now.

The Town of Rocky Mount staff and my colleagues on the Town Council have worked closely with Aunt Paul, in being this exciting opportunity for growth to the Town of Rocky Mount and Franklin County. We have offered certain financial incentives to secure the project. Our hope is that Franklin County would assist Mr. Paul with additional incentives to bring this project to fruition. Other nearby locations have done similar incentives to attract development, most recently last month, in the Town of Bedford and Bedford County.

My meetings with Tim have unfortunately ended, he cited his schedule as the reason.

I am here today to renew my calls for communication between Franklin County and the Town of Rocky Mount. I have also reached out to each of you individually.

Each of us was elected to represent the citizens of our respective localities. While you have districts and



 You and 28 others 2  10 

 Like

 Comment

 Share

Most relevant 



Comment as Holland Perdue 



Michael Alex Cox
I truly feel Franklin county doesn't want to grow! We have so much land available for great economic development! Inside Rocky Mount and throughout the county. Keep up the good work and fight till you succeed, which I know you will.

2y  Like

Reply

Hide 

Performance

Overview

Reach 

Impressions 

Interactions 

Link clicks 

100

123

31

--

This post received less impressions compared to your recent Facebook posts.

Impressions 

123

From original post

40

From shares

83

This post received less interactions compared to your recent Facebook posts.

Interactions 

31

Likes and reactions 

Comments 

Shares 

Saves 

29

2

0

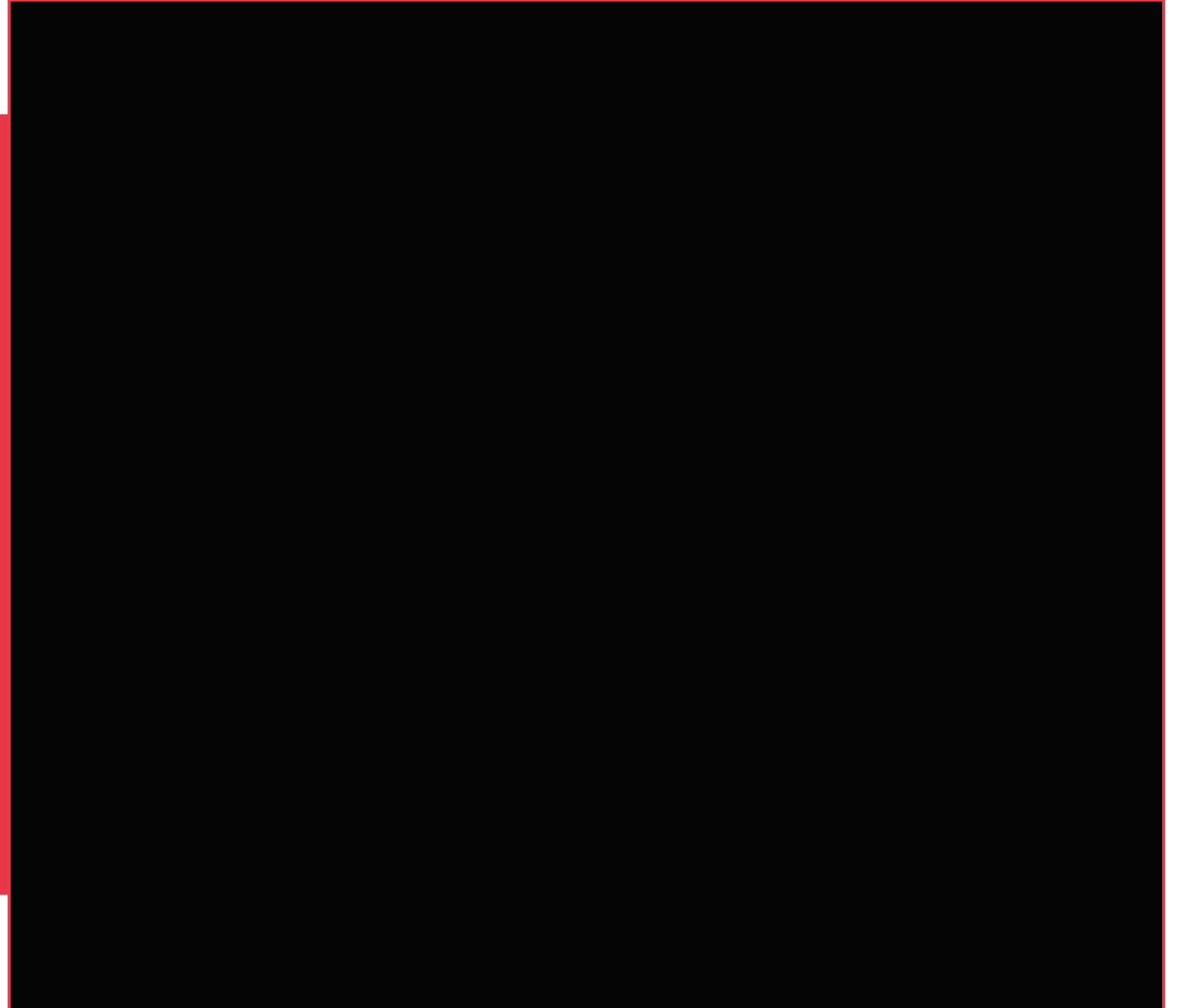
0

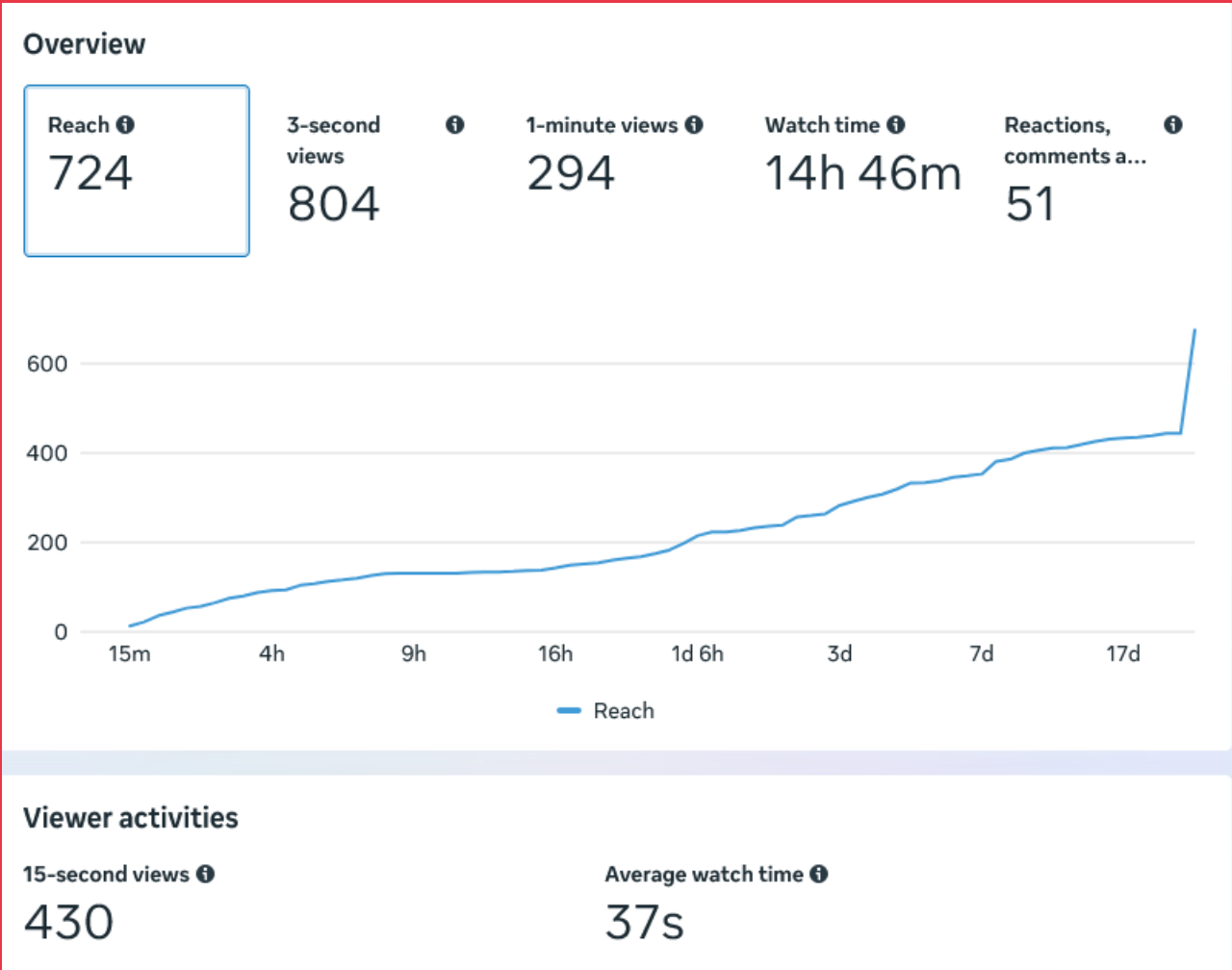
Approximately 900 followers

ISSUE ORIENTED

Video shared
December 20, 2023

“Please share,
transparency matters.”





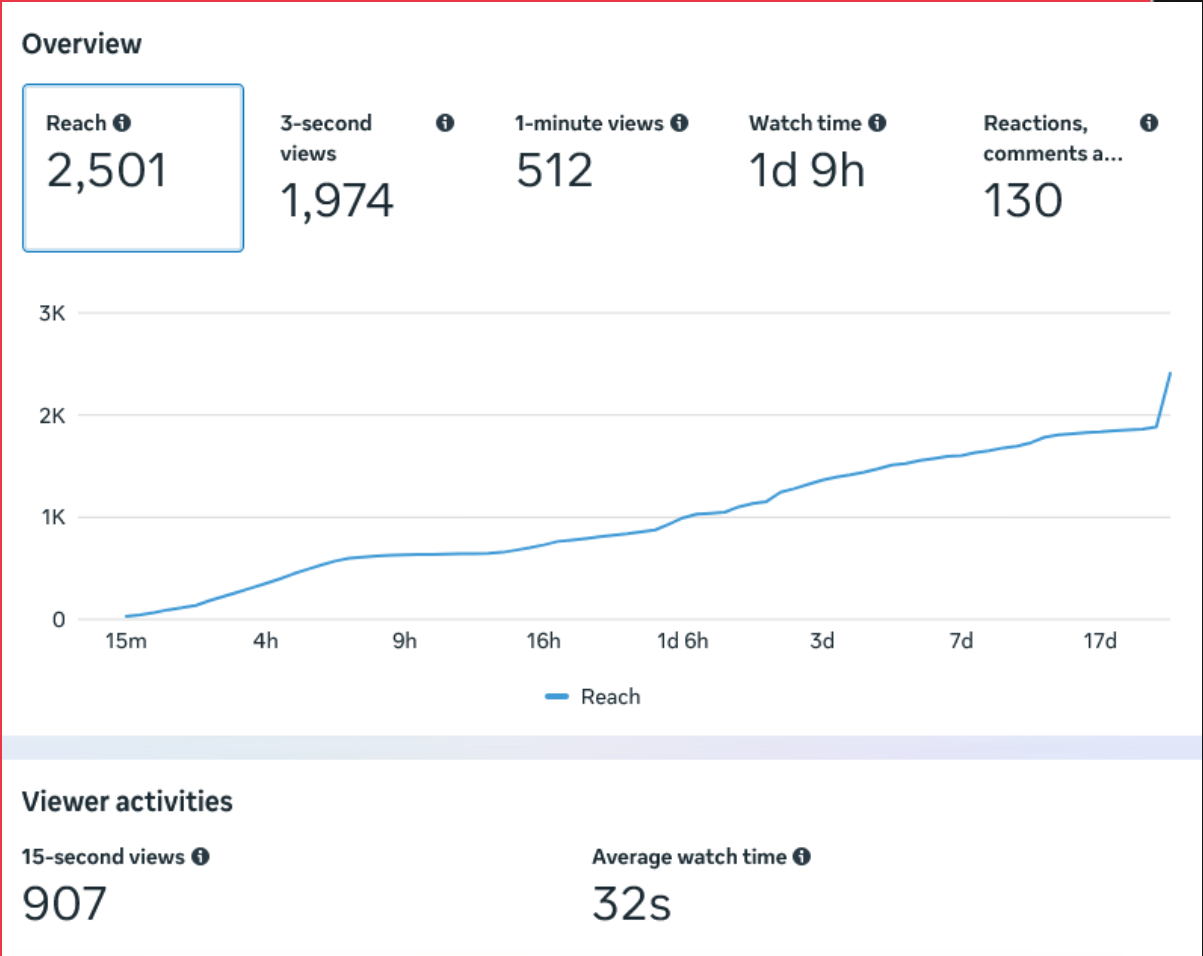
Approximately 1,400 followers



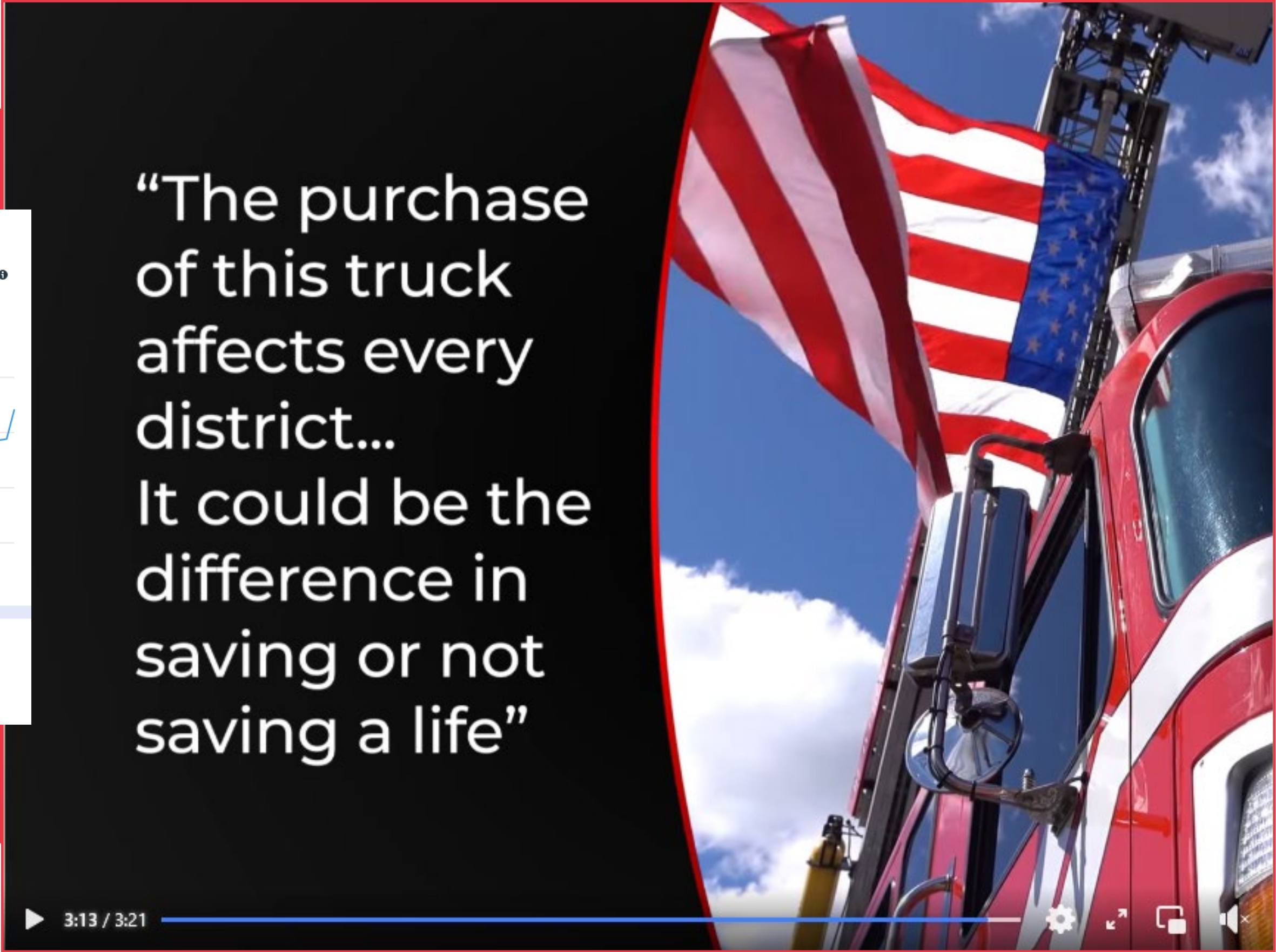
Video shared
March 14, 2024

“Please share,
transparency
matters.”





Approximately 1,600 followers





Holland Perdue ✓

Published by **Joe Stanley** 🔒 · December 22, 2023 · 🌐

...

I probably should have been more specific on my wish list. Nonetheless, I want to wish each of you a very Merry Christmas!



VOTEHOLLANDPERDUE.COM

Holland Perdue | Rocky Mount
Mayor Holland Perdue knows we have far more in ...



210

87



3



Overview

Reach ⓘ

1,823

Impressions ⓘ

2,230

Interactions ⓘ

302

Link clicks ⓘ

129

Impressions ⓘ

2,230

From original post

1,623

From shares

607

Interactions ⓘ

302

0 from ads

Likes and reactions ⓘ

210

0 from ads

Comments ⓘ

87

0 from ads

Shares ⓘ

5

0 from ads

Saves ⓘ

0

0 from ads

Approximately 1,400 followers



Holland Perdue

Published by Joe Stanley · September 17, 2024 ·

I am pleased to announce that the Town of Rocky Mount and Franklin County have reached an historic agreement that when approved will change the physical boundaries of R... See more

WORKING TOGETHER
ROCKY MOUNT & FRANKLIN COUNTY
REACH HISTORIC AGREEMENT

The Town and County agree to move forward with a boundary line adjustment that will increase the physical footprint of the Town and bring land with a total assessed value of \$159.6 million into Town limits.

The County will provide \$800,000 to support the Town's purchase of fire apparatus including the Pierce Enforcer 3000 Tanker Pumper purchased in 2022. The county will also begin, no earlier than 2031, to fund 60% of fire apparatus purchases for the Rocky Mount Volunteer Fire Department.

The Town will nearly double the wastewater capacity for Summit View Business Park from 400,000 to 700,000 gallons per day. The County will make a one-time payment of \$200,000 for the increased capacity. This increased capacity will help make the park more attractive to prospective businesses.

The Town and County will swap ownership of the County-owned building at 40 West Court Street, located behind the Town's Farmer's Market for the Town-owned building at 85 West Court Street. This swap will aid the Town in the future expansion of that popular attraction downtown.

HOLLANDPERDUE

94

15 10

Performance

Overview

Reach ⓘ

3,560

Impressions ⓘ

4,156

Interactions ⓘ

122

Link clicks ⓘ

--

This post received less impressions compared to your recent Facebook posts.

Impressions ⓘ

4,156

From original post

2,055

From shares

2,099

This post's interactions are typical compared to your recent Facebook posts.

Interactions ⓘ

122

Likes and reactions ⓘ

94

Comments ⓘ

15

Shares ⓘ

11

Saves ⓘ

2

Approximately 3,800 followers



Holland Perdue

Published by Ty Elam

1d

I was happy to speak on behalf of the Town Council who unanimously support the proposed CTE (Career and Technical Education) facility tonight at the Planning Commission meeting.

We have taken a major step toward approval for this project to be housed in Rocky Mount. To ensure this generational investment is both functional and safe for our children, we have proposed certain conditions that must be met before construction begins.

F... See more

60

39

6

Like

Comment

Share

Most relevant



Ben Pinckard

Perdue, you have tried your best to kill the project. I am sure that you will come forward with every sophomoric reason that you can think of to stop the project.

1d

Like

Reply

Send message

Hide



John Hatcher Ferguson

Ben Pinckard this was simply an announcement, not a statement of opinion on the project. I for one have to applaud Holland Perdue for expressing questions and concerns from both sides and keeping the public informed.

1d

Like

Reply

Send message

Hide

6



Ben Pinckard

John Hatcher Ferguson He has been against the project from the beginning. He has expressed negative views concerning the project from day one.

1d

Like

Reply

Send message

Hide



John Hatcher Ferguson

Ben Pinckard I think he expressed concerns from the opposition. Many of which I agreed with then and still hold true.

23h

Like

Reply

Send message

Hide

3



Holland Perdue

John Hatcher Ferguson this is what local government needs. More people like you that understand what is actually going on and not rhetoric for personal gain. I appreciate your comments and your family's support of the Town of Rocky Mount.

4h

Like

Reply

Commented on by Holland Perdue

Edited



Ben Pinckard

Holland Perdue What personal gain are you referring to. You are the most sophomoric that has ever been mayor of Rocky Mount.

3h

Like

Reply

Send message

Hide



Holland Perdue

Ben Pinckard you want to be mayor, run against me. Stop talking. Next year is your shot. Put up or shut up.

3h

Like

Reply

Overview

Views

12,509

Interactions

107

Link clicks

--

Views

12,509

TotalFollowers

30K

20K

10K

0

15m

9h

1d 6h

7d

This post's views

Your typical post views

Approximately 8,000 followers

COMMENT ENGAGEMENT



OPEN DISCUSSION



If you would like a copy of this presentation, please message me through my page on Facebook.

Facebook.com/HollandPerdue



HOLLAND**PERDUE**

SOCIAL MEDIA FOR ELECTED OFFICIALS

**Harnessing Social Media
to Build Your Community
and Solidify Your Brand**

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