

# Social Media Best Practices for Local Governments



Mid-Ohio Regional  
Planning Commission

July 18, 2018

# Beginner's Pre-Workshop

**Niel Jurist**

Public Information Manager, City of  
Gahanna



Mid-Ohio Regional  
Planning Commission

# SOCIAL MEDIA 101 FOR LOCAL GOVERNMENTS



# WHO'S USING SOCIAL MEDIA?



3.19 Billion Worldwide

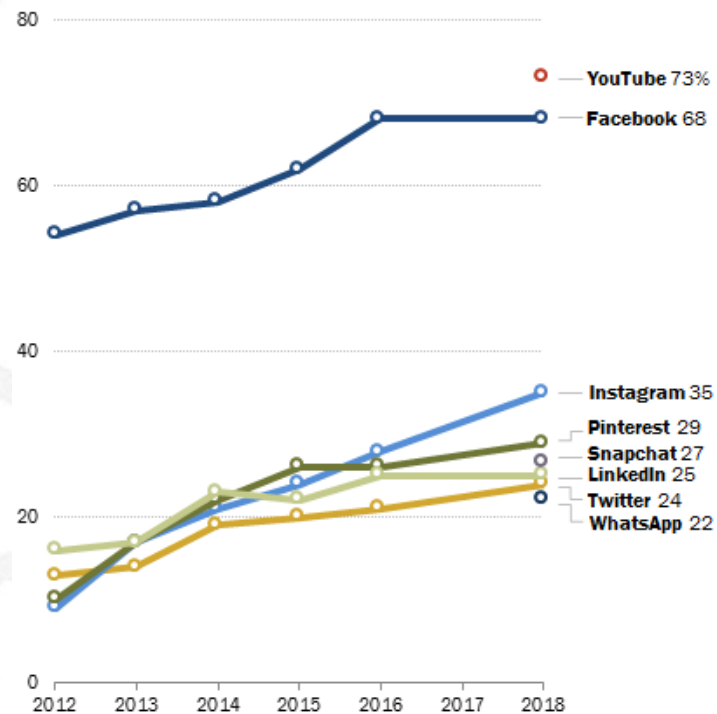


85 % of Local Governments

# BY THE NUMBERS

## Majority of Americans now use Facebook, YouTube

*% of U.S. adults who say they use the following social media sites online or on their cellphone*



Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat or WhatsApp.  
Source: Survey conducted Jan. 3-10, 2018. Trend data from previous Pew Research Center surveys.

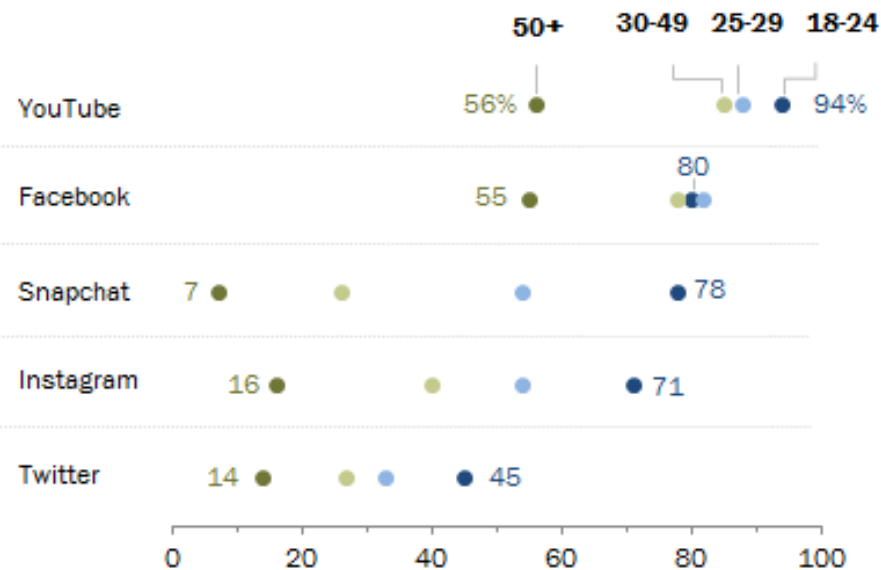
"Social Media Use in 2018"

PEW RESEARCH CENTER

# MOST POPULAR

## Social platforms like Snapchat and Instagram are especially popular among those ages 18 to 24

% of U.S. adults in each age group who say they use ...



Source: Survey conducted Jan. 3-10, 2018.  
"Social Media Use in 2018"

PEW RESEARCH CENTER

# DEMOGRAPHICS

## Use of different online platforms by demographic groups

*% of U.S. adults who say they use ...*

	Facebook	YouTube	Pinterest	Instagram	Snapchat	LinkedIn	Twitter	WhatsApp
Total	68%	73%	29%	35%	27%	25%	24%	22%
Men	62	75	16	30	23	25	23	20
Women	74	72	41	39	31	25	24	24
White	67	71	32	32	24	26	24	14
Black	70	76	23	43	36	28	26	21
Hispanic	73	78	23	38	31	13	20	49
Ages 18-29	81	91	34	64	68	29	40	27
18-24	80	94	31	71	78	25	45	25
25-29	82	88	39	54	54	34	33	31
30-49	78	85	34	40	26	33	27	32
50-64	65	68	26	21	10	24	19	17
65+	41	40	16	10	3	9	8	6
<\$30,000	66	68	20	30	23	13	20	20
\$30,000-\$49,999	74	78	32	42	33	20	21	19
\$50,000-\$74,999	70	77	34	32	26	24	26	21
\$75,000+	75	84	39	42	30	45	32	25
High school or less	60	65	18	29	24	9	18	20
Some college	71	74	32	36	31	22	25	18
College+	77	85	40	42	26	50	32	29
Urban	75	80	29	42	32	30	29	28
Suburban	67	74	31	34	26	27	23	19
Rural	58	59	28	25	18	13	17	9

Note: Whites and blacks include only non-Hispanics. Hispanics are of any race.

Source: Survey conducted Jan. 3-10, 2018

"Social Media Use in 2018"

PEW RESEARCH CENTER

# TOP REASONS GOVERNMENTS SHOULD USE SOCIAL MEDIA





# ENGAGEMENT



- Real-time communication
- Two-way conversations
- Likes, retweets, mentions and shares

# BUILD TRUST WITH CONSTITUENTS



- Increase transparency
- Quick responses to issues, problems and public questions

# INCREASE EFFICIENCY



- Helps to get information out in a clear, concise and timely manner

# CRISIS COMMUNICATIONS



- Provide updates and valuable info to key audiences
- Listening/ Monitoring
- Address concerns immediately and in real-time

# HOW GOVERNMENTS ARE USING SOCIAL MEDIA



**FACEBOOK**





# QUICK STATS

- ✓ Still the most popular social media platform
- ✓ 1.79 billion users worldwide
- ✓ 1.66 billion active users
- ✓ 73% of the U.S. population uses Facebook



# TOP REASONS TO USE FACEBOOK

- ✓ Virtual Town Hall
- ✓ Communicate directly with constituents about concerns
- ✓ Share ideas
- ✓ Market events
- ✓ Public information
- ✓ Conduct polls





# FAN PAGE EXAMPLE: CITY OF GAHANNA

Page    Inbox <sup>21</sup>    Notifications    Insights    Publishing Tools    Ad Tools    Settings    Help ▾



City Of Gahanna -  
City Hall  
@CityOfGahanna

Home

Posts

Reviews

Videos

Photos

About

Community

Groups

RSS

Events

Promote

Manage Promotions



👍 Liked    📡 Following    ➦ Share    ⋮

Sign Up ↗

✍ Write a post...    📷 Photo Album    📺 Live Video    ⋮

Write a post...

Photo/Video    Feeling/Activ...    Write Note    ⋮

Share a recent photo from your Instagram account    ⋮

Only you can see this

7.0 **7.0 out of 10** · Based on the opinion of 48 people



Our Story

The city of Gahanna represents one of the most successful communities in Ohio. With over 34,000 resi...

+ Finish your story to tell people more about your business.

Continually Reach More People

Reach People Nearby  
Set your location and reach

100% response rate, 2 days response time  
Respond faster to turn on the badge

4,582 likes +5 this week  
Al Bannister and 34 other friends



## USEFUL TERMS

- **Friends** – Someone who received and accepted your friend request.
- **Fans** – These are people who have “liked” your business/organization page
- **Page “Like”** – When a fan “likes” your page, they will be able to see your activity (e.g. post or updates).
- **Share** – This feature allows you to share content you enjoy with your personal Facebook friends or fans on your page.
- **Engagement** – The number of likes, comments, and shares you receive
- **Events** – Can be created by a page or profile and used to invite friends/fans to events.
- **Sponsored Story** – a paid ad that allows you to promote page likes or page post likes.
- **Page Post Ad** – allows you to choose any page post you’ve created and turn it into an ad.



## QUICK TIPS

- 1. Types of Posts:** Photos, photo albums, and videos have the highest number of shares, comments, “likes,” in comparison to links and text-only posts.
- 2. Length of Posts:** Typically, posts between 100 and 250 characters receive 60 percent more “likes,” comments and shares.
- 3. Call-to-Action:** Tell your fans what you want them to do (i.e., comment, share, tag friends, visit, etc.).
- 4. Engage with your fans.** Sponsor/boost posts/create paid ads; ask a question or take a poll.

**TWITTER**





## QUICK STATS

- ✓ Second most recognized social media
- ✓ Micro blogging social site that limits each post to 280 characters
- ✓ Usage has grown since 2016 with 230 million monthly active users
- ✓ Highest among 18 -24 year olds
- ✓ Through embedded links, it delivers 1 billion unique visitors to websites



## USES

- ✓ Share breaking news in real-time
- ✓ Communicate directly with constituents about concerns
- ✓ Market events
- ✓ Conduct polls



## USEFUL TERMS

- **Followers** – Similar to Facebook friends/fans
- **At sign** – The @ sign is used to call out/tag usernames in Tweets. Example: @cityofgahanna. It's a link to a Twitter profile.
- **Handle** – A user's "Twitter handle," is the username they have selected and their URL. Example: [www.twitter.com/cityofgahanna](http://www.twitter.com/cityofgahanna).
- **Hashtag** – The # symbol helps to create categories for Tweets. You can search by hashtags to view all messages that include that hashtag. Example: #GahannaBiz. Tweets with hashtags receive twice the engagement than those without hashtags. Tweets with one or two hashtags have 21% higher engagement than those with three or more hashtags.



# HASHTAG EXAMPLE: #GAHANNABIZ

Home

Moments

Notifications <sup>25</sup>

Messages



#gAHANNABIZ



Tweet

## #gAHANNABIZ

Top

Latest

People

Photos

Videos

News

Broadcasts



**City of Gahanna** @CityOfGahanna · Apr 26

Gahanna in the News: [thisweeknews.com/news/20180426/...](https://thisweeknews.com/news/20180426/) | Story via @ThisWeekMarla #GahannaBiz #GahannaNews



### Offices, brewery coming to Gahanna's Science Boulevard

A four-story, 69,000-square-foot office building and a neighboring 5,200-square-foot brewery and taproom are coming to Gahanna. The Gahanna ...  
[thisweeknews.com](https://thisweeknews.com)





# USEFUL TERMS

- **Retweet** – Also known as RT. A Tweet by another user that is forwarded to you or by you. Useful in sharing news, information and updates.
- **Mention** – Mentioning/Tagging another user in your Tweet by their user name.



**AngelaAn10TV** and **Gahanna PD** Retweeted your Tweet · Jul 4

**City of Gahanna** @CityOfGahanna

Happy Independence Day! We have lots of fun activities planned for...





## QUICK TIPS

- ✓ The main goal of Twitter is to interact, to start a conversation
- ✓ Post frequently, but not for just the sake of posting
- ✓ Keep posts relevant to your audience
- ✓ RT your followers if you like what they post and they will RT you as well.
- ✓ Proofread before you post because once you post you will not have a chance to edit.
- ✓ Use trending topics to engage with your audience
- ✓ Ask questions or take polls to get your followers engaged in the conversation

LINKEDIN





## TOP REASONS TO USE LINKEDIN & STATS

- ✓ Attract top talent for key positions
- ✓ Connect with local businesses
- ✓ 414 million users
- ✓ 79% of users are 35 years old and up

# YOUTUBE





## TOP REASONS TO USE YOUTUBE & STATS

- ✓ YouTube is one of the most popular video sites on the Web today
- ✓ Anyone with an Internet connection can share content on this platform
- ✓ 1.57 billion monthly active users
- ✓ 30+ for daily active users
- ✓ 5 billion videos are watched on YouTube every single day
- ✓ Average viewing session: 40 minutes, up 50% from previous year.
- ✓ Useful in shape the narrative
- ✓ Tell compelling stories



## QUICK TIPS

- Uploading videos is easy
- Give your video a description title, but make sure it's concise
- Use tags (i.e. keywords to help people find your video)
- Write a description about the video
- Be consistent about posting videos by setting a reasonable goal
- Try not to let negative comments impact you
- Don't forget to share your videos via social media

# SNAP CHAT







## TOP REASONS TO USE SNAPCHAT & STATS

- ✓ Engagement with a younger demographic
- ✓ Tell compelling stories
- ✓ Increase engagement at events
- ✓ 71% of users are under 34 years old.
- ✓ 300 million + monthly active users
- ✓ 1 million snaps are created everyday with a combination of video + photos

# INSTAGRAM





## TOP REASONS TO USE INSTAGRAM & STATS

- ✓ 800 million active users a month
- ✓ 300 million stories are shared daily by active users
- ✓ 40 million photos are shared.
- ✓ 25 million businesses are on IG
- ✓ Instagram has a user engagement rate of 4.21% - outpacing Facebook and Twitter
- ✓ Increase engagement at events

# PLANNING FOR SUCCESS



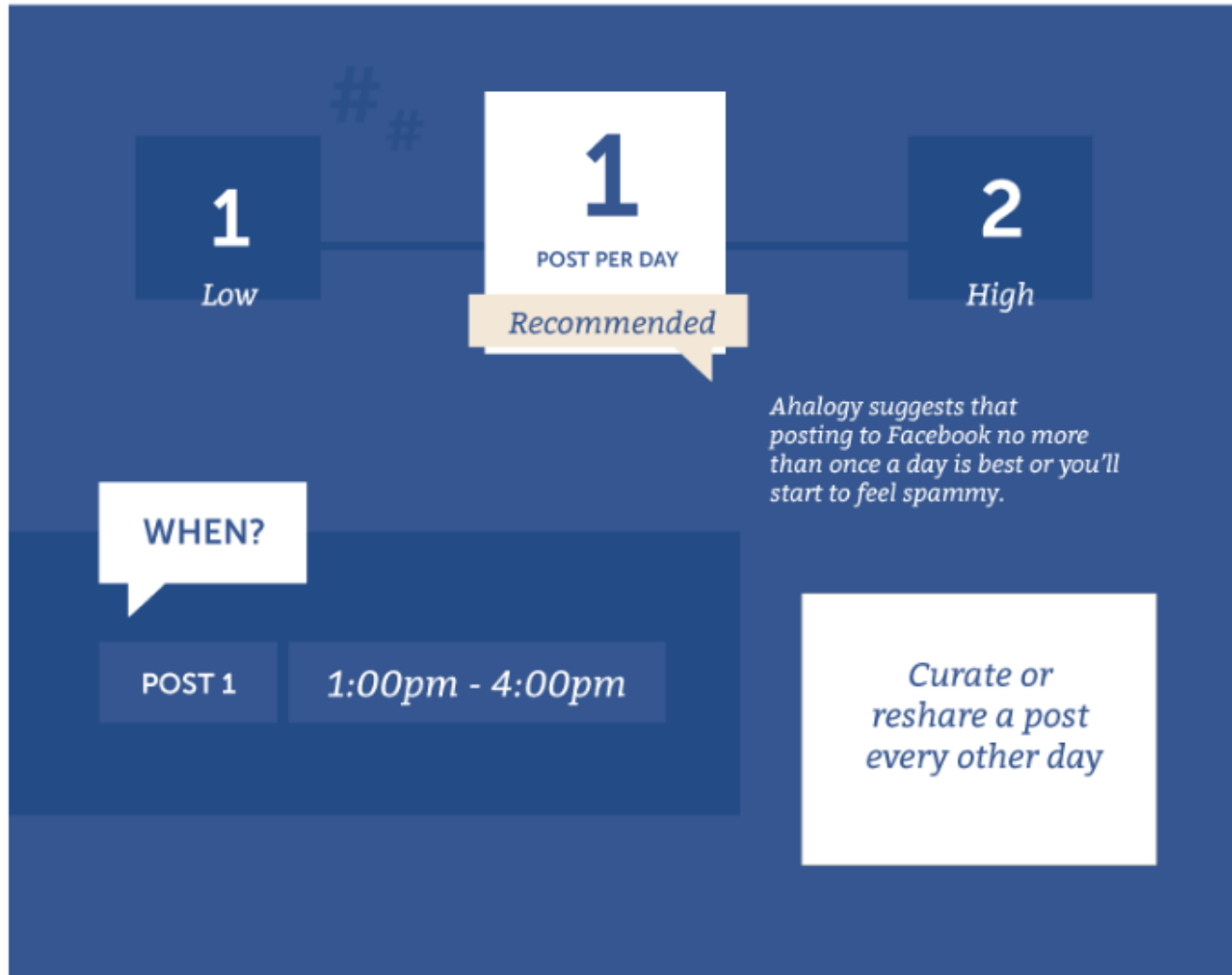
# GETTING STARTED

- WHO'S YOUR AUDIENCE?
- HOW DO YOU WANT TO REACH THEM?
- WHAT ARE YOUR ORGANIZATION'S GOALS?

# HOW OFTEN AND WHEN SHOULD I POST ?

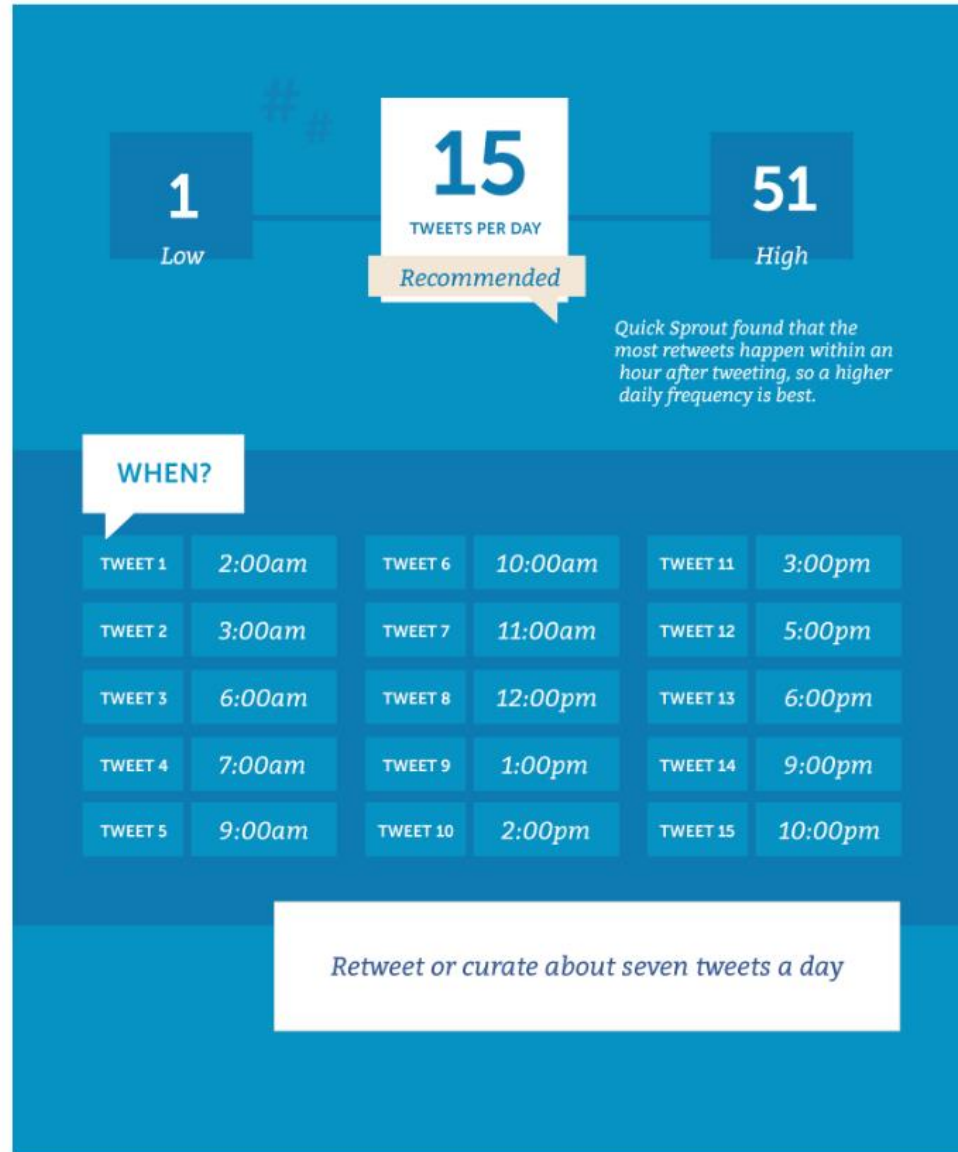


# Facebook



Source: CoSchedule Blog

# Twitter



Source: CoSchedule Blog



# LinkedIn



Source: CoSchedule Blog

# Instagram



*Buffer says that major brands share on Instagram on average 1.5 times a day, but not more.*

## WHEN?

POST 1

8:00am-9:00am

POST 2

2:00am

*Curate posts only when necessary and beneficial to your audience.*

## Best Times to Post During the Week



**Facebook**

Monday, Wednesday-Friday: 12pm-3pm



**Instagram:**

Monday-Friday: 12pm-1pm



**Twitter**

Monday-Friday: 12pm-3pm



**LinkedIn**

Monday-Thursday: 6am-12pm



# MEASURING SUCCESS



# WAYS TO MEASURE SUCCESS

- Number of followers and fans
- SEO – Traffic to website
- Social media mentions
- Engagement – Retweets, mentions and shares
- Social Influencers
- Analytics & data

# WHAT'S WORKED FOR US



VIDEO/IMAGE

+



CONTENT  
COMPELLING STORY  
CALL TO ACTION

=



ENGAGEMENT

**#TRENDING**



## **VERTICAL VIDEO**

- By 2019, video will make up 80% of all internet traffic
- Examples – SnapChat and IG Stories
- Today, 94% of people hold their phones upright when capturing content





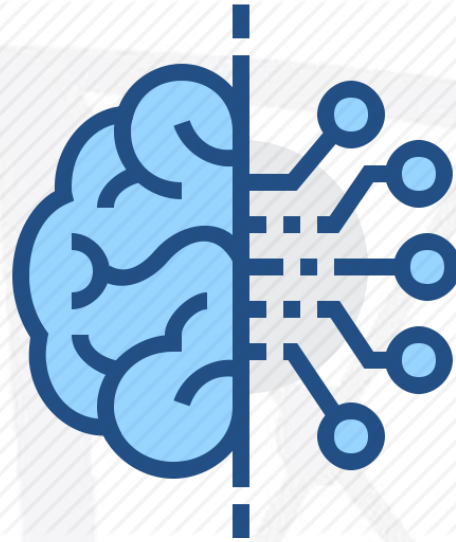
## GEO-LOCATED VIDEO SHARING

- **YouTube – Director Mix** – allowing brands to deliver localized videos in one campaign using Google Maps.
- **Snap Maps** – Allows users to view snaps submitted to the Our Story option from across the world. Friends can share locations with one another and see what's going on around you.
- **Facebook – Live Location** – let's users share their location in real-time for up to one hour.



## CONTENT

- Average attention span is now 8 seconds
- Storytelling in shorter segments/micro-moments
- IG stories
- Facebook Stories
- Snap Chat



## AI – ARTIFICIAL INTELLIGENCE

- Automated Content – ChatBots
- Examples: Access to quick data, bill pay, addressing citizen concerns/questions

# KEY TAKE-A-WAYS

- Define your objectives and goals
- Develop a digital communications strategy
- Choose the best social media platforms for your organization
- Create a social media guide for fans/followers to posts and share on your website and social media outlets
- Create a retention schedule for posts/use a tool (i.e. Social Archive)
- Plan out your posts using an editorial calendar
- Monitor through active listening
- Periodically review your analytics
- Make adjustments as needed



Mid-Ohio Regional  
Planning Commission

Niel Jurist

[niel.jurist@gahanna.gov](mailto:niel.jurist@gahanna.gov)

200 S Hamilton Rd  
Gahanna, Ohio 43230

Phone: 614.342.4043

# WELCOME & INTRODUCTIONS

**Terri Flora**

Director of Public & Government  
Affairs



Mid-Ohio Regional  
Planning Commission

# **insight** 2050

Voices of insight2050

## **Rural Counties & County Seats**

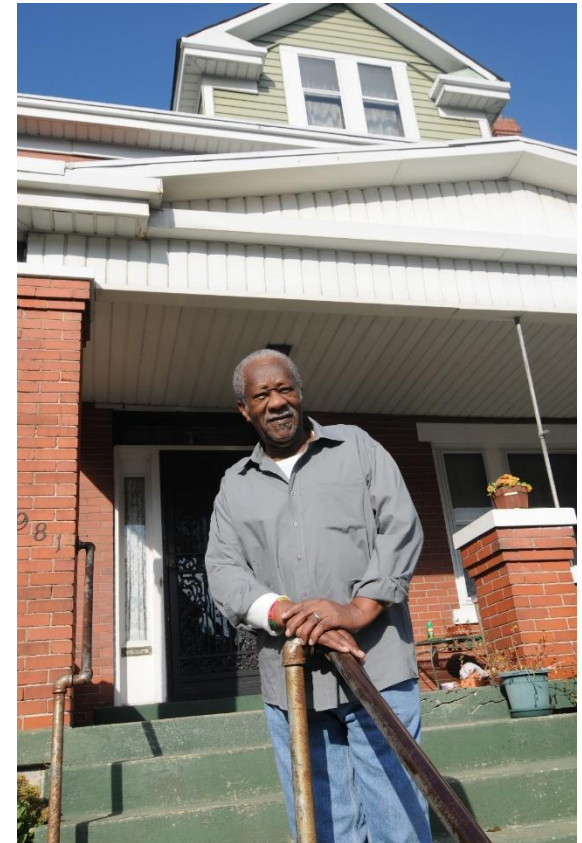


**Registration opens in August; 6 classes September-October, 2018**

# Programs

## Residential Services

- Home weatherization
- Home repair

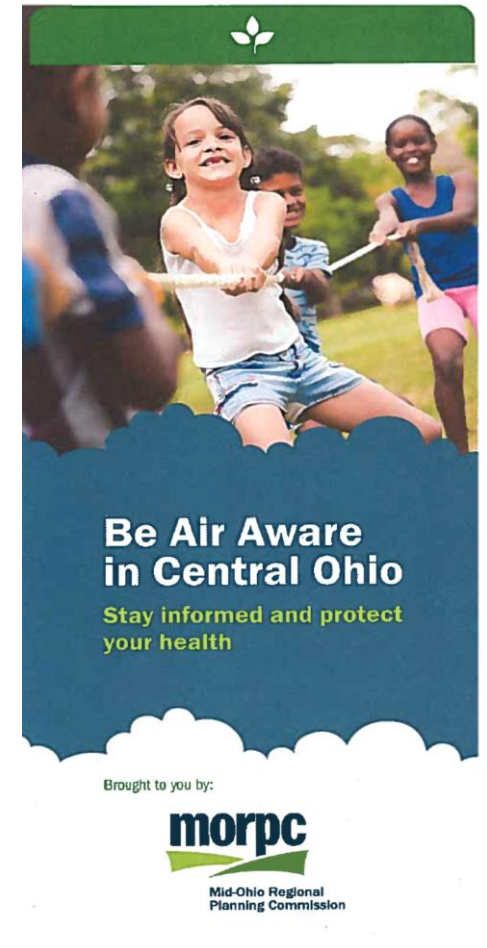




# Programs

## Air Quality

- Air quality forecasts and Alerts
- Education
- Public Policy Initiatives





July 16 – 27  
Commute, Log & Win!  
MakeYourMilesMatter.com

# COMMUTE. LOG. WIN!

Join the Commuter Challenge during the month of July for opportunities to switch up your daily commute and **MAKE YOUR MILES MATTER!**

## COMMUTER CHALLENGE

→ make your miles matter →



- Register and log in at [MakeYourMilesMatter.com](http://MakeYourMilesMatter.com)
- Switch your commute up by carpooling, vanpooling, biking, riding the bus, or walking.
- Log your trips and be entered to win great prizes!



CommuteLogWin



CommuteLogWin



CommuteLogWin



Mid-Ohio Regional  
Planning Commission



# Virgin hyperloop one





Mid-Ohio Regional  
Planning Commission

**TERRI FLORA**

tflora@morpc.org

111 Liberty Street, Suite 100  
Columbus, Ohio 43215

Phone: 614.233.4126

[www.morpc.org](http://www.morpc.org)



# Session I: Effective Social Media Strategy Development

**Niel Jurist**

Public Information Manager, City of  
Gahanna



Mid-Ohio Regional  
Planning Commission

# EFFECTIVE SOCIAL MEDIA STRATEGIES FOR GOVERNMENTS



# WHO'S USING SOCIAL MEDIA?



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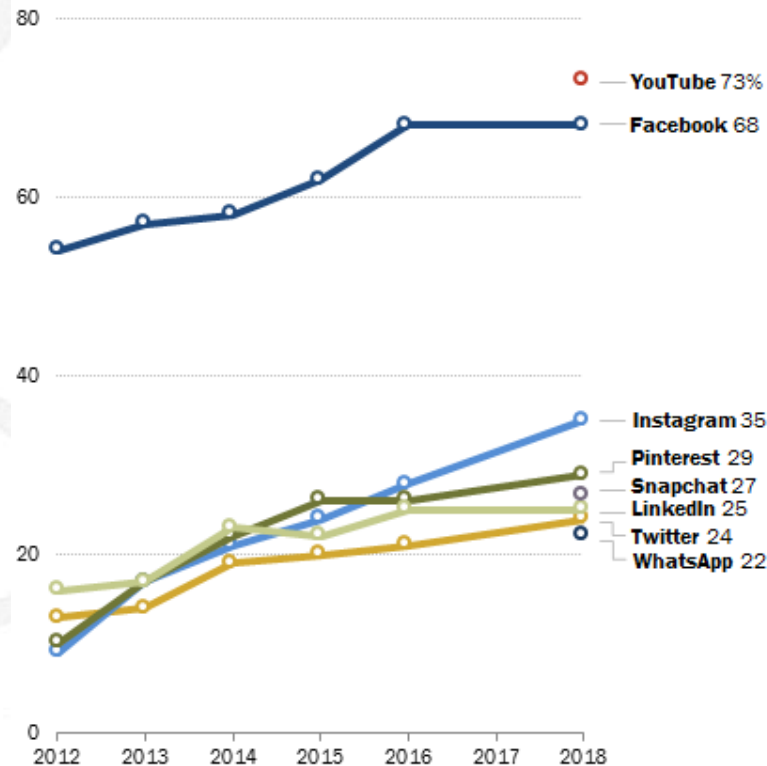


85 % of Local Governments

# BY THE NUMBERS

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*% of U.S. adults who say they use the following social media sites online or on their cellphone*



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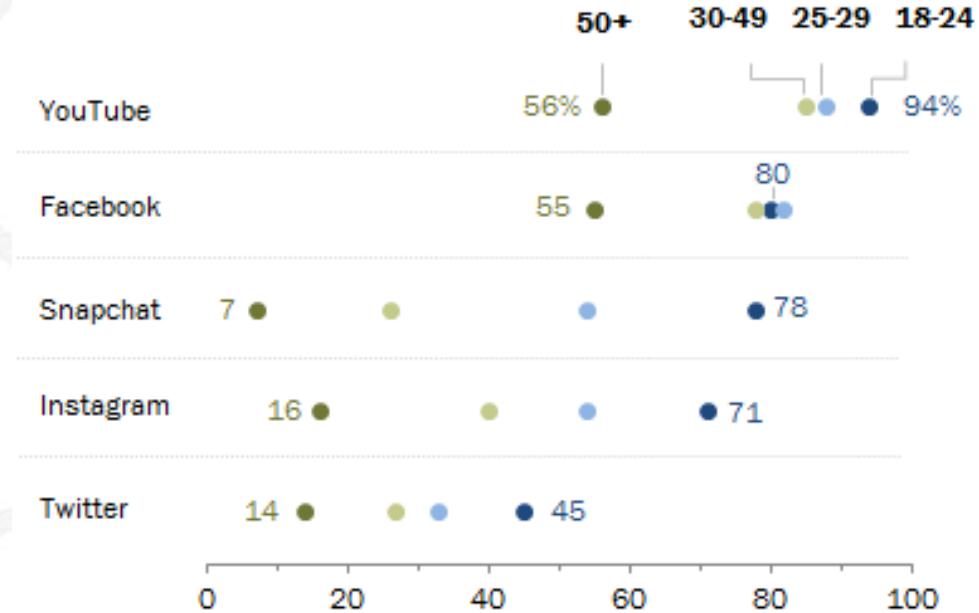
PEW RESEARCH CENTER



# MOST POPULAR

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Note: Whites and blacks include only non-Hispanics. Hispanics are of any race.

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"Social Media Use in 2018"

PEW RESEARCH CENTER

# TOP REASONS GOVERNMENTS SHOULD USE SOCIAL MEDIA



# ENGAGEMENT



- Real-time communication
- Two-way conversations
- Likes, retweets, mentions and shares

# BUILD TRUST WITH CONSTITUENTS



- Increase transparency
- Quick responses to issues, problems and public questions

# INCREASE EFFICIENCY



- Helps to get information out in a clear, concise and timely manner

# CRISIS COMMUNICATIONS



- Provide updates and valuable info to key audiences
- Listening/ Monitoring
- Address concerns immediately and in real-time

# PLANNING FOR SUCCESS





# DEVELOP YOUR STRATEGY

- Determine Your Goals
- Develop a social media policy for your organization
- Create guidelines for external users
- Evaluate your current resources (I.E., People, Platforms, etc.)
- Define your target audience
- Determine the best platform
- Content creation
- Implementation
- Measure & Track

# SOCIAL MEDIA STRATEGY

GOALS/OBJECTIVES

POLICY

GUIDANCE

AUDIT

CONTENT

IMPLEMENTATION

LISTEN

MEASURE

# MEASURING SUCCESS



# WAYS TO MEASURE SUCCESS

- Number of followers and fans
- SEO – Traffic to website
- Engagement – Retweets, mentions and shares
- Social Influencers
- Analytics & data

# SOCIAL MEDIA INSIGHTS

**f** Gahanna Division of Police

**Niel** Home **17**

Page **Inbox 20+** Notifications **43** **Insights** Publishing Tools Ad Tools Settings Help ▾

**Overview**  
Promotions  
Followers  
Likes  
Reach  
Page Views  
Page Previews  
Actions on Page  
Posts  
Events  
Videos  
Stories  
People  
Local  
Messages

**Page Summary** Last 7 days + [Export Data](#)

Results from Jul 10, 2018 - Jul 16, 2018  
Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account. ■ Organic ■ Paid

<b>Actions on Page</b> July 9 - July 15 <b>2</b> Total Actions on Page <span style="color: green;">▲100%</span> 	<b>Page Views</b> July 9 - July 15 <b>352</b> Total Page Views <span style="color: green;">▲148%</span> 	<b>Page Previews</b> July 9 - July 15 <b>42</b> Page Previews <span style="color: red;">▼14%</span> 
<b>Page Likes</b> July 9 - July 15 <b>38</b> Page Likes <span style="color: green;">▲58%</span> 	<b>Reach</b> July 9 - July 15 <b>11,040</b> People Reached <span style="color: green;">▲158%</span> 	<b>Recommendations</b> July 9 - July 15  We don't have data to show you this week.
<b>Post Engagements</b> July 9 - July 15 <b>2,786</b> Post Engagement <span style="color: green;">▲57%</span> 	<b>Videos</b> July 9 - July 15 <b>22</b> Total Video Views <span style="color: green;">▲120%</span> 	<b>Page Followers</b> July 9 - July 15 <b>39</b> Page Followers <span style="color: green;">▲56%</span> 

# HOOTSUITE

**Hootsuite Analytics** Switch back to old reports

Selected: Jul 01 to Jul 31 | Previous: May 31 to Jun 30 | Jul 01 - Jul 31

Refreshing Last Refresh: 11 hours ago

**62** -12

Tweets

**8.2K** +148

Followers

**307** +52

Engagement

There is no data for this date range.

Traffic

**62** -12

Tweets

- @CityOfGahanna -2 **41**
- @GahannaPD +2 **17**
- @CreeksideNews -12 **4**
- @GahannaParksRec 0 **0**

**8.2K** +148

Followers

- @CityOfGahanna +54 **5.4K**
- @CreeksideNews +26 **2.4K**
- @GahannaPD +68 **448**
- @GahannaParksRec 0 **0**



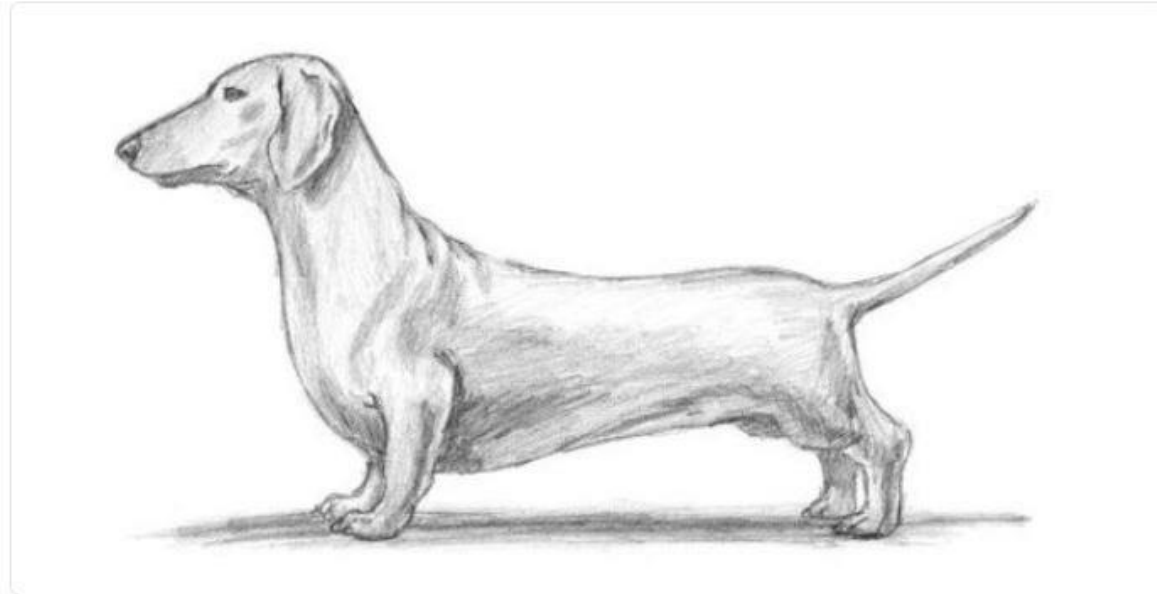
**“THE GAHANNA WAY”**



**Gahanna PD** @GahannaPD · Jul 12



Update! We've called off the search. She is currently a fugitive from justice. Call us if you see her.



6



10



44

[Show this thread](#)



**Gahanna PD** @GahannaPD · Jul 12



FYI large police presence in the area of Royal Manor. Police in pursuit of wiener dog. Goes by the name Vikki.



9



27



58

[Show this thread](#)



## Post Details



### Gahanna Division of Police

Published by Thomas Thomas [?] · July 12 at 8:26 AM · 🌐

FYI large police presence in the area of royal manor. Police in pursuit of wiener dog. Goes by the name vikki.



#### Get More Likes, Comments and Shares

Boost this post for \$20 to reach up to 13,000 people.



10,494 people reached

Boost Post



Sara Stoner, Kristin Cabus and 120 others

26 Comments 53 Shares



Like



Comment



Share



## Performance for Your Post

**10,494** People Reached

**506** Reactions, Comments & Shares ⓘ

**140**

👍 Like

**52**

On Post

**88**

On Shares

**15**

❤️ Love

**12**

On Post

**3**

On Shares

**196**

😄 Haha

**62**

On Post

**134**

On Shares

**5**

😲 Wow

**1**

On Post

**4**

On Shares

**2**

😞 Sad

**1**

On Post

**1**

On Shares

**93**

Comments

**37**

On Post

**56**

On Shares



### City Of Gahanna - City Hall



Published by Hootsuite [?] · June 26 at 10:30 AM · 🌐

It's street sign season again! We're pleased to announce that our Public Service Department will be finishing the last phase of the street sign replacement program this year. The remaining wooden signs will be replaced with the new decorative Gahanna Green street signs in the southeast quadrant of the city. The streets department will begin replacing the 239 remaining signs in July and expects all signs to be replaced by this November. In total, 1437 street signs will have been replaced through the street sign replacement program.



### Performance for Your Post

**5,860** People Reached

**245** Reactions, Comments & Shares *i*

<b>183</b> 👍 Like	<b>128</b> On Post	<b>55</b> On Shares
----------------------	-----------------------	------------------------

<b>5</b> ❤️ Love	<b>5</b> On Post	<b>0</b> On Shares
---------------------	---------------------	-----------------------

<b>1</b> 😂 Haha	<b>1</b> On Post	<b>0</b> On Shares
--------------------	---------------------	-----------------------

<b>2</b> 😲 Wow	<b>2</b> On Post	<b>0</b> On Shares
-------------------	---------------------	-----------------------

<b>45</b> Comments	<b>39</b> On Post	<b>6</b> On Shares
-----------------------	----------------------	-----------------------

<b>9</b> Shares	<b>9</b> On Post	<b>0</b> On Shares
--------------------	---------------------	-----------------------

**1,615** Post Clicks

<b>130</b> Photo Views	<b>0</b> Link Clicks	<b>1,485</b> Other Clicks <i>i</i>
---------------------------	-------------------------	---------------------------------------

## Post Details



Video

Post

Shares



### Performance for Your Post



Minutes Viewed	2,151	>
Video Views	6,180	>
10-Second Views	2,862	>
Video Average Watch Time	0:11	>
Audience Retention		>
Audience and Engagement		>



#### City Of Gahanna - City Hall...

Earlier today, Mayor Tom Kneeland - It's a New Day Gahanna surprised Gahanna resident and Jefferson Elementary student Emma Abrams with a Lead by Example Award. She was recognized by the mayor for being an amazing example and inspiration to others.

2:26 · Uploaded on 03/21/2018 · [View Permalink](#)

Post Details



City Of Gahanna - City Hall is at Columbus Academy.

Published by Niel Jurist [?] · March 22 · Gahanna ·

Good news! We're live streaming the 2018 State of The City via Ohio HD Video ! See you at 7 pm! #GahannaSOTC2018



Get More Likes, Comments and Shares  
Boost this post for \$20 to reach up to 13,000 people.

2,096 people reached

Boost Post

Noelle Lenhart, Ohio HD Video and 6 others

3 Shares

Like

Comment

Share



Performance for Your Post

2,096 People Reached

23 Reactions, Comments & Shares

13 Like	8 On Post	5 On Shares
---------	-----------	-------------

1 Haha	0 On Post	1 On Shares
--------	-----------	-------------

6 Comments	0 On Post	6 On Shares
------------	-----------	-------------

3 Shares	3 On Post	0 On Shares
----------	-----------	-------------

75 Post Clicks

25 Photo Views	0 Link Clicks	50 Other Clicks
----------------	---------------	-----------------

NEGATIVE FEEDBACK

3 Hide Post      0 Hide All Posts

0 Report as Spam      0 Unlike Page

Reported stats may be delayed from what appears on posts



CITY OF GAHANNA



**BEST  
PRACTICES**

# WHAT'S WORKED FOR US



VIDEO/IMAGE

+



CONTENT  
COMPELLING STORY  
CALL TO ACTION

=



ENGAGEMENT

# DON'TS

- Have a one-way conversation.
- “Be snarky” or take things personally.
- Be Disingenuous
- Ignore your fans/followers
- Be inconsistent with posting.
- Be slow to respond.
- Be afraid to try new platforms or trends.
- Forget to use visuals
- Be afraid to use paid ads or boosts your posts.

# DO'S

- Engage in a two-way conversation.
- “Be cheeky” and have a sense of humor.
- Be Authentic
- Listen
- Be intentional, schedule and plan
- Be timely in responses.
- Track & analyze, then make adjustments as needed.
- Have a call to action and link back to your website.

# CELEBRATE SUCCESSES



Tweets **1** Following **72** Followers **27** Likes **1**

Follow

**Anthony**  
@aejones95  
Joined October 2013

[Tweet to Anthony](#)

3 Followers you know

**Tweets** [Tweets & replies](#)

**Anthony** @aejones95 · Jun 13  
Thanks @columbusbiz1st for the opportunity to share my perspective on economic development in Gahanna and the Columbus Region. [bizjournals.com/columbus/news/...](#) #gahanna #gahannabiz #economicdevelopment #columbusregion

**Economic development: Local officials talk Amazon, poverty, incenti...**  
Columbus Business First contacted economic development officials from across the region to ask how Amazon's changing the game, how poverty [bizjournals.com](#)

5

**Who to follow** · Refresh · View all

- Laurie Jadwin** @BetzBel [Follow](#)
- Jamie Leeseberg** @JamieL... [Follow](#)
- TRC Inc.** @TRCPG [Follow](#)

**Trends for you** · Change

- #TuesdayThoughts**  
98.9K Tweets
- Jesse Owens**
- #NationalTattooDay**  
3,839 Tweets
- #ffit18**
- #repTourCleveland**  
5,451 Tweets
- Greg Burks**
- North Port**
- Carmen Best**
- #NationalEmojiDay**  
1,664 Tweets



# CELEBRATE SUCCESSES



**City of Gahanna**  
@CityOfGahanna

Following

Thank you for recognizing the great efforts of our [@GahannaPD](#) !!! [#GahannaPD](#)



**Ohio AG Mike DeWine** @OhioAG

Another major drug seizure by one of our organized crime task forces. Approximately \$3.4 million in cocaine off the streets. Great work by @ColumbusPolice & @GahannaPD who led the investigation as part of the Central Ohio OCIC/HIDTA Task...

2:44 PM - 18 Jun 2018 from [Gahanna, OH](#)

1 Retweet 23 Likes



1 Reply 1 Retweet 23 Likes



Tweet your reply



**Mark Condon** @markdcondon · Jun 18

Replying to [@CityOfGahanna](#) [@GahannaPD](#)

Thank you for the great job!

4 Likes



**Gahanna PD**  
@GahannaPD

Please join us in congratulating Officer Crystal Converse on graduating from the [@ColumbusPolice](#) Academy. Also please join us in welcoming her to our team!  
[#GahannaPD](#) [#LawEnforcement](#) [#police](#)



9:16 AM - 6 Jul 2018

2 Retweets 24 Likes



2 Retweets 24 Likes

# HAVE SOME FUN!



**Gahanna PD**  
@GahannaPD

Lt. Murphy, a member of the U.S. Army is really taking this upcoming game between @OhioStateFB & the Army very seriously! 🙄🙄



1:18 PM - 14 Sep 2017 from [The Ohio State University](#)

1 Retweet 16 Likes

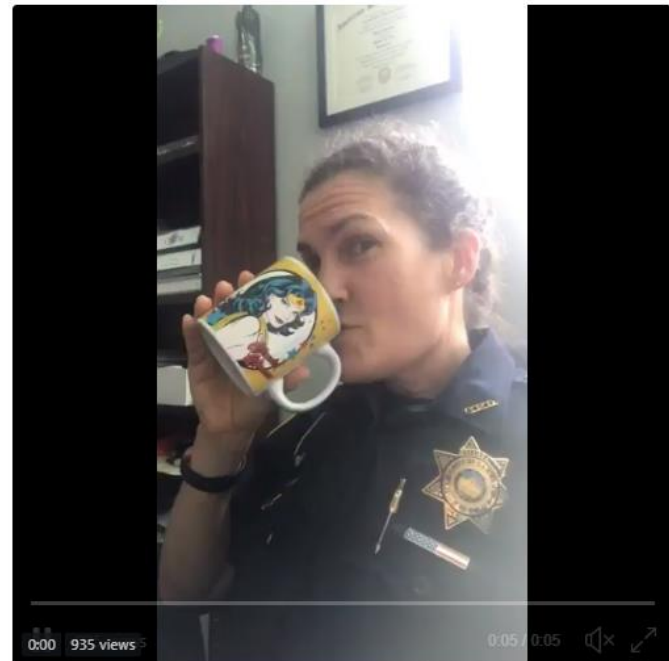


🗨️ 1 ❤️ 16 📺



**Gahanna PD**  
@GahannaPD

Our very own Wonder Woman Lt. Murphy getting into the selfie spirit with her favorite coffee mug! #CityHallSelfie #Gahanna #GahannaPD



9:19 AM - 15 Aug 2017

2 Retweets 32 Likes



🗨️ 2 🔄 2 ❤️ 32 📺



Mid-Ohio Regional  
Planning Commission

Niel Jurist

[niel.jurist@gahanna.gov](mailto:niel.jurist@gahanna.gov)

200 S Hamilton Rd  
Gahanna, Ohio 43230

Phone: 614.342.4043

# Session II: Legal Implications in the use of Social Media for the Public Sector

**David Stein**

Partner, Bricker & Eckler LLP



Mid-Ohio Regional  
Planning Commission



# Social Media: Legal Implications You Should Know

---

**David K. Stein, Esq.**  
614.227.7740  
dstein@bricker.com



# What is social media?

- Any interactive online communication, in which users can generate and share content through text, images, audio and video.
- Different channels/formats
  - Networking Sites: Facebook, LinkedIn, Twitter,
  - Review websites (Yelp)
  - Photo and video sites: YouTube, Instagram
  - Forums
  - Social games



# What are your objectives?



Agencies need to promote themselves and manage their risks.

- Reputation risk
- Legal and Compliance risk
- Operational risk
- Financial risk
- Duty to provide a safe workplace

# What controls are necessary?

---

- Who is accountable to speak on behalf of your agency? Who is authorized?
- Who should respond to bad news or controversy?
- Is there a code of conduct for agency staff? (There needs to be clear direction.)
- Is there a written social media risk management plan? (There should be.)



# Prohibitions for public entities



DO NOT use posts which:

- Contain defamatory, libelous, or obscene matter;
- Promote alcoholic beverages, cigarettes or other tobacco products, or any illegal product, service or activity;
- Promote illegal discrimination on the basis of race, color, religion, national origin, handicap, age or ancestry;
- Support or oppose any labor organization or any action by, on behalf of, or against any labor organization;
- Support or oppose the nomination or election of a candidate for public office, the investigation, prosecution, or recall of a public official or the **passage of a levy or bond issue.**

# Lessons we are learning



- Training and education are key for every agency, no matter the size.
- The First Amendment applies to social media platforms
- Document retention/public records laws apply to social media platforms
- It is easy to offend. Be cautious in what is said and ask yourself whether “it” needs to be said.
- The internet is forever.

# Freedoms



- **“Congress shall make no law ... abridging the freedom of speech...” (First Amendment to the Constitution).**
- **“The people have the right to assemble together, in a peaceable manner, to consult for the common good; to instruct their representatives; and to petition the General Assembly for the redress of grievances.” Article I, Sec. 3 of Ohio Constitution.**
- **“Every citizen may freely speak, write, and publish his sentiments on all subjects, being responsible for the abuse of the right; and no law shall be passed to restrain or abridge the liberty of speech...” Article I, Section 11 of the Ohio Constitution.**

# Double edged sword

---



- If a government agency is going to communicate through interactive means, like social media, it must provide a forum for all, regardless of content.
- In other words, you must learn to tolerate opposing view points that may take you off message.

# Legal Risk: Employment Law

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- Employees also have rights
  - Freedom of expression
  - Privacy
  - State-created rights
  - Concerted activity and related expression

Be mindful of these risks, so that social media does not become an avoidable controversy

# National Labor Relations Act



- Section 7 of the NLRA guarantees employees "the right to self-organization, to form, join, or assist labor organizations, to bargain collectively through representatives of their own choosing, and **to engage in other concerted activities for the purpose of collective bargaining or other mutual aid or protection,**" as well as the right "to refrain from any or all such activities."
- Section 8(a)(1) of the NLRA makes it an unfair labor practice for an employer "to interfere with, restrain, or coerce employees in the exercise of the rights guaranteed in Section 7" of the Act.
- The Act protects both union and non-union employees' right to engage in "concerted activity," which includes employees' rights to discuss — and even criticize — the terms and conditions of their employment with co-workers and third parties.
- This protection extends not only to discussions employees may have at work, but also to discussions on social media platforms, such as Facebook, LinkedIn, and Twitter

# Employment Policies/Social media



Policies that affect social media use must:

- Be specific
- Detail and explain acceptable and/or unacceptable conduct (leave nothing to interpretation)
- Use limiting language for the application of the policy
- Reference employee's rights under the NLRA

# Safe Workplaces

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Do not allow your site to be used as a platform to bully others.

Work place harassment can be found on the pages of social networks

This is especially truthful when public employees face public comment through on-line platforms.



# Managing Conduct



- Define interests
- Set policies that protect their interests but do not prevent concerted activity
- Limit the extent that legitimate interests are affected by certain activity
- Key policies to consider
  - *Social media use during working hours*
  - *Speaking on policy matters*
  - *Use of confidential information*

# Code of Conduct

---



For Employees and *Users*:

Publish code of conduct with clear list of acceptable and unacceptable actions

Address:

- Whether to allow general posts by employees
- How will unruly or offensive posts be handled? (Trolling)
- Prohibited discussion?

# Public Records Law

---



“To facilitate broader access to public records, a public office or person responsible for public records shall **organize and maintain public records in a manner that they can be made available for inspection or copying** in accordance with division (B) of this section. A public office also shall have available a copy of its current **records retention schedule** at a location readily available to the public.” Ohio Rev. Code § 149.43(B)(2)

# What is a public record?



"Records" includes any document, device, or item, regardless of physical form or characteristic, including an electronic record ... created or received ... under the jurisdiction of any public office ... which serves to document the organization, functions, policies, decisions, procedures, operations, or other activities of the office."

Social Media posts are Public Records.

# What does this mean to me?



- Do not delete or destroy social posts unless you speak with counsel
- Be mindful of what is said and how it is conveyed. There are no second chances.
- Errors will happen. Give thought to how they will be addressed.
- The cover-up is usually worse than the crime.

# Commercial Activity



Beware of these issues:

- Data security obligations with respect to non-public personal information
- Security related to use of credit cards (PCI Data Standards)
- Engaging or promoting commercial activity is not without limits
- Due diligence of advertisers (avoid headaches later)

# Advertising by others



R.C. 503.70 allows a township to authorize the use of commercial advertising on a web site.

Beware:

- The use of commercial advertising must rely clear guidelines on the use of commercial advertising;
- The agency must specify the manner of making requests for proposals that identify advertisers and the criteria for proposals;
- Requirements and limitations must be clearly specified

# What cannot be advertised?



DO NOT allow advertising that does any of the following

- Contains defamatory, libelous, or obscene matter;
- Promotes alcoholic beverages, cigarettes or other tobacco products, or any illegal product, service, or activity;
- Promotes illegal discrimination on the basis of race, color, religion, national origin, handicap, age, or ancestry;
- Supports or opposes any labor organization or any action by, on behalf of, or against any labor organization;
- Supports or opposes the nomination or election of a candidate for public office, the investigation, prosecution, or recall of a public official, or the passage of a levy or bond issue.



# Other considerations



Public officials and agencies are generally exempted from civil liability.

Beware: When government crosses the line into commercial activity, it may lose that liability when engaging in commercial enterprises.

Therefore:

- Use advertising disclaimers/make it clear that a paid ad is being used.
- Avoid endorsements of people or things.
- Avoid excessive entanglement in commercial activity.

# Copyrights and Photos



Be vigilant and mitigate risk of unintended consequences:

Do not use intellectual property that belongs to others. This includes:

- Photos
- Graphs
- Logos
- Proprietary information

# Photos of citizens

---



Best Practice: get a signed release from person or parent/guardian of a youth

## Considerations:

- Exploited people (youth)
- Lack of consent
- Commercial use – money damages
- Right of privacy/expectation of privacy

# Record Retention

---



- Be organized
- Use of third-party services can be costly
- Digital records are fine
- Be complete and thorough

# Check the boxes:

---



- Ensure no copyrighted material is used without permission.
- Ensure that use of trademarks or service marks are used only with permission.
- Do not use the likeness of any person without permission.
- Due diligence on materials prepared or submitted by others

# Discrimination

---



Is your use of the social media platform capable of being construed as preventing access to information or services by members of protected groups?

- Social media should be one means to connect, but not the only means
- Content is key
- Submissions of others
- Public forum comments

# Wrapping Up – Risk Mitigation



How will your post/site/platform manage with these risks?

- Reputation risk
- Legal and Compliance risk
- Operational risk
- Financial risk
- Duty to provide a safe workplace

# Thank you!



**David K. Stein**

*Partner, Bricker & Eckler LLP*



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Columbus, OH 43215  
@lawandregs  
dstein@bricker.com  
614-227-7740





Mid-Ohio Regional  
Planning Commission

David Stein

[dstein@bricker.com](mailto:dstein@bricker.com)

100 South Third Street  
Columbus, Ohio 43215

Phone: 614.227.7740

# Session III: Telling Your Story

**Whitney Somerville**  
**Bryan Haviland**  
**Ann Mulvany**  
FraizerHeiby



Mid-Ohio Regional  
Planning Commission

**FH** Communicate better.

# Telling Your Story

July 18, 2018



**WE'RE HAPPY  
TO BE HERE**



Bryan Haviland  
*president & ceo*



Ann Mulvany  
*account director*



Whitney Somerville  
*account director*

## **TODAY'S AGENDA**

Social platforms for the public sector

Tips for starting on a new social platform

Story mapping how-to

Visual storytelling overview

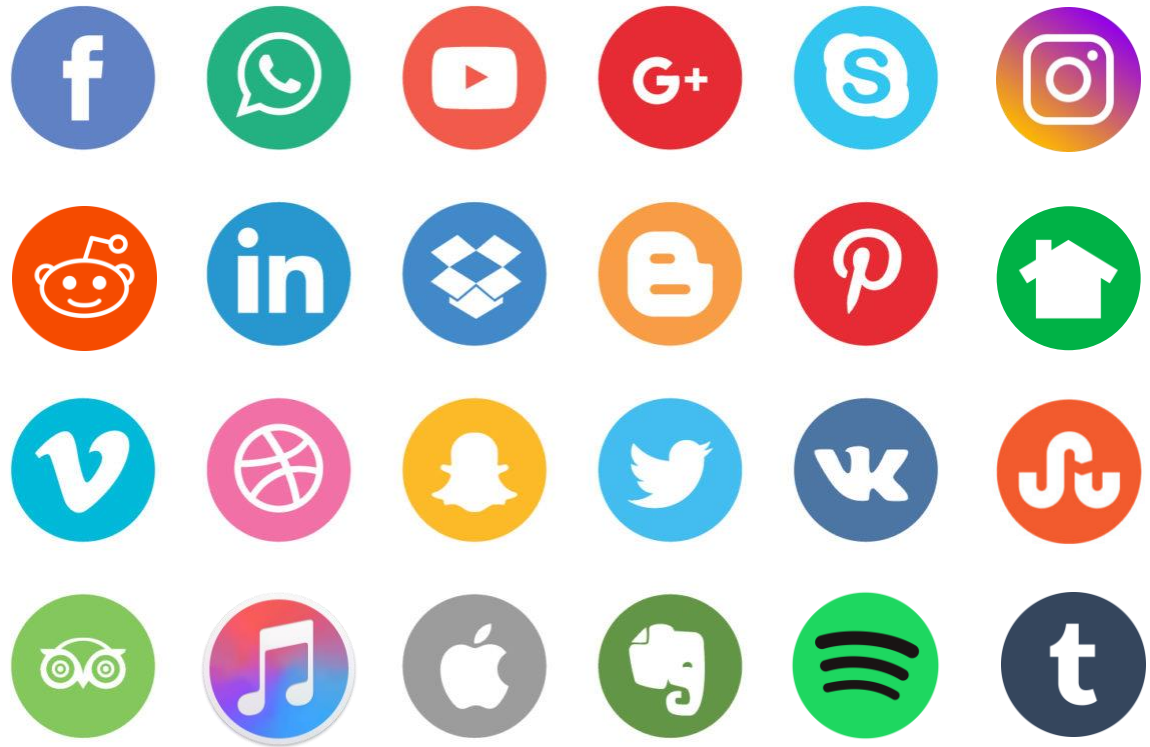
Managing a crisis on social

A hand holding a smartphone. The screen shows a folder titled "Social Networks" with icons for Instagram, Twitter, LinkedIn, and WhatsApp. The background is a blurred grey.

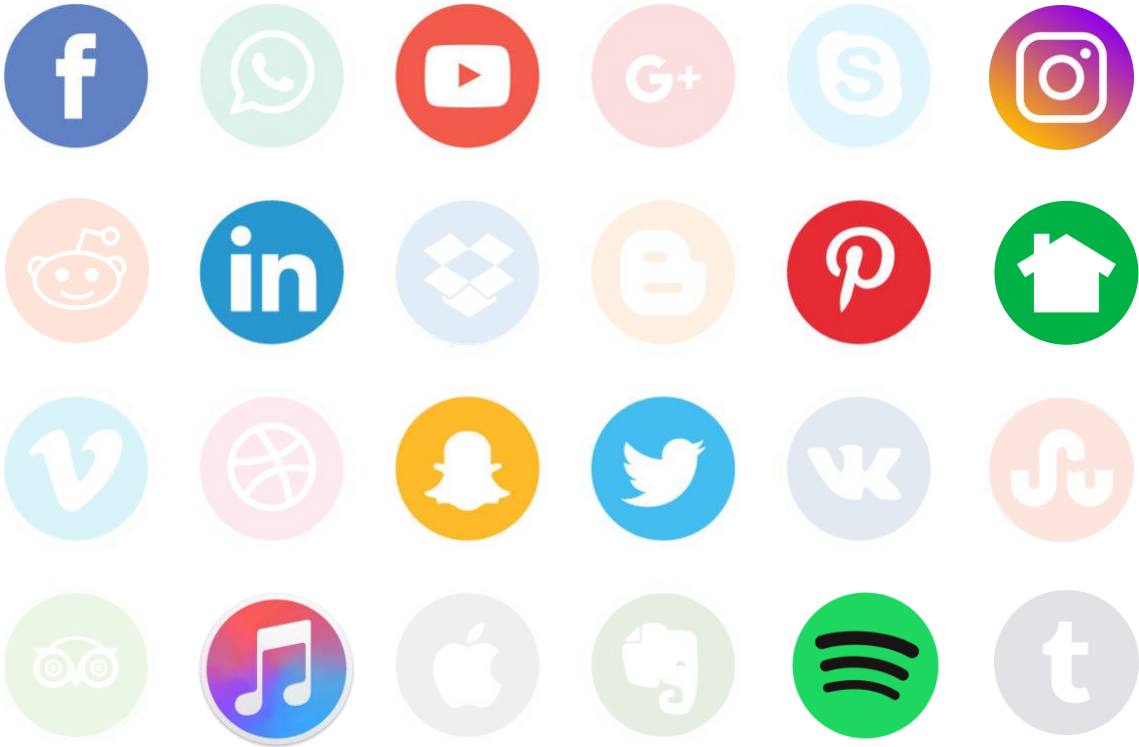
Social Networks

*Which social platforms are best for you?*

SO MANY  
OPTIONS



**LET'S FOCUS  
ON 10**





## THE "MUST HAVES"



2.01 billion monthly active users (68% of U.S. adults)

Cambridge Analytica, algorithms, oh my!

Don't forget groups and admins



336 million monthly active users (62% are 18-29 yo)

Perfect for live events, urgent situations

Content limitations have lessened over time



145,000 active U.S. neighborhoods

Used by 2,800 public agencies

Best way to reach actual residents

# VISUALLY DOMINATED



1.57 billion monthly active users

Searchable repository for video

Owned by Google, which has implications for SEO



1 billion monthly active users (68% are < 35yo)

Allows ads, hashtags are extremely popular

Stole stories from Snapchat and now outperforms



300 million monthly active users

About 80% of 12-34 yos use at least once a month

Free community geofilters, tons of sponsored content

## FOR SPECIAL AUDIENCES



562 million users

Hiring, economic development & business applications



175 million monthly users (Millennials use = Instagram)

Texas Parks & Wildlife 98k monthly views



140 million users (50% listen to ads to stream for free)

Minimum ad spend of \$250 with DIY ad builder



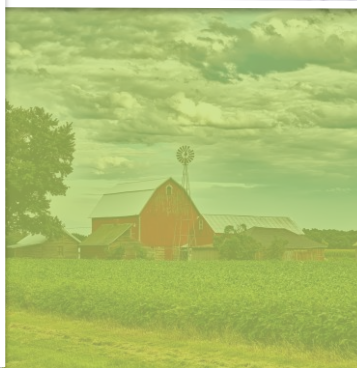
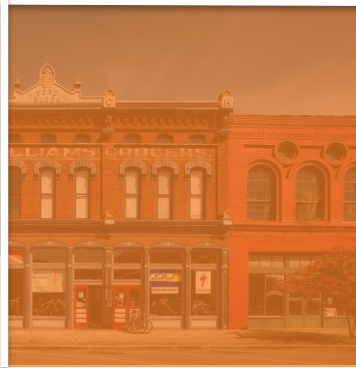
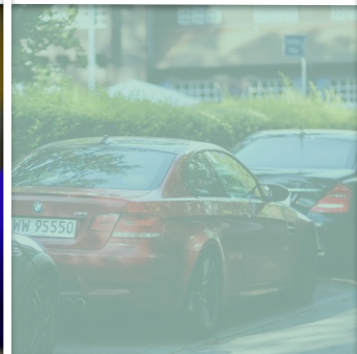
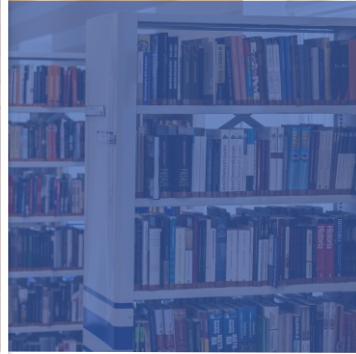
73 million people listen to podcasts monthly

Start your own or SME guest appearances

A hand holding a smartphone displaying a video player interface. The video shows silhouettes of people in a field. A progress bar at the top of the video player shows the time 00:01:13. The background is a blurred outdoor scene with a bright light source, possibly the sun, creating a lens flare effect.

*Before Starting a New Social Channel*

**IDENTIFY  
YOUR  
AUDIENCES**



# OUTLINE YOUR GOALS



Raise awareness  
Engage citizens  
Change behavior

# PLAN YOUR CONTENT

**Boards** Local Government Social Media

**Blog Posts**

- A New Free Concert Series is Coming to Springfield This Summer
- Summer concert schedule
- How to file your local income taxes
- Special Election

**Facebook**

- VOTE**  
Special election tomorrow! Polls are open from 6:30 a.m. to 7:30 p.m. Click here for a rundown of the issues on the ballot.
- Join us for a free concert tonight featuring Lt. Dan's New Legs!
- The splash pad is open today! Come cool off in downtown Marion.

**Twitter**

- Polls are closing soon! Find your station here.
- Free outdoor concert in Friedman Park is about to begin!
- Today is the first day back to school. Remember to stop for buses and keep an eye out for children!

**Instagram**

- Mayor Gerghich just cast his ballot in today's special election! You have until 7:30 tonight to do the same.
- It's Tax Day! File your income tax returns today to avoid a penalty.
- Check out highlights from last night's free outdoor concert! Be sure to join us next week for another awesome show.

**Video**

- Cuyahoga County Board of Elections wants to FILL YOU IN on Paper Ballot Voting for the November 4<sup>th</sup> Presidential Election
- How to use Ohio voting machines
- Do you know who really has the right of way at a crosswalk? Watch this video to find out!
- Our police officers went Christmas shopping with children from Big Oak Ranch this week.

**Audio**

- Guest appearance on local agriculture podcast about the potential impact of a proposed ballot initiative.
- All Sides with Ann Fisher
- Guest appearance on local WOSU affiliate to explain where residents' tax dollars go

+ Add another card

# STRATEGIZE WITH PARTNERS



**TIFFIN OHIO**

**City of Tiffin**  
@TiffinOhioGov

**Mayor Aaron Montz**  
@MayorMontz  
Official Twitter of Aaron D. Montz

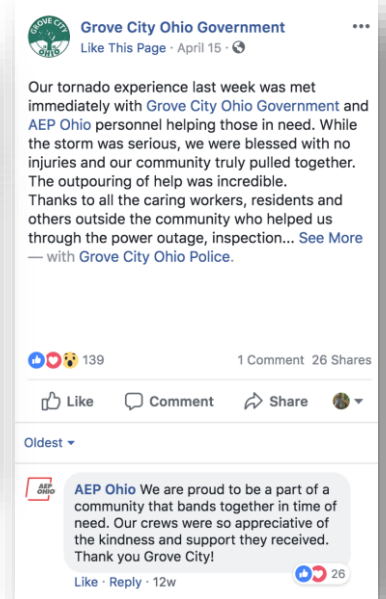


**City of Hilliard Recreation and Parks Department**  
6.3K like this · Hilliard, Ohio · Government Organization  
Nathan Painter and 6 other friends like this  
Live, Work, Play!

**Hilliard Division of Police**  
14K like this · Hilliard, Ohio · Police Station  
Justin M. Shoaf and 8 other friends like this  
Official Facebook page for the Hilliard, Ohio Division of Police. If yo...

**City of Hilliard, Ohio - Government**  
5.9K like this · Hilliard, Ohio · Government Organization  
Nathan Painter and 6 other friends like this  
10+ Matching Posts  
Welcome to the City of Hilliard, Ohio Official Government Page. We ...

**Hilliard's Station Park**  
5.6K like this · Hilliard, Ohio · Park  
Miguel Martinez and 6 other friends like this  
12+ Matching Posts



**Grove City Ohio Government**  
Like This Page · April 15 ·

Our tornado experience last week was met immediately with Grove City Ohio Government and AEP Ohio personnel helping those in need. While the storm was serious, we were blessed with no injuries and our community truly pulled together. The outpouring of help was incredible. Thanks to all the caring workers, residents and others outside the community who helped us through the power outage, inspection... See More — with Grove City Ohio Police.

139 1 Comment 26 Shares

Like Comment Share

Oldest

**AEP Ohio** We are proud to be a part of a community that bands together in time of need. Our crews were so appreciative of the kindness and support they received. Thank you Grove City!  
Like · Reply · 12w



Dublin Chamber of Commerce shared a video.  
July 7 at 10:57 AM ·



1,030 Views

**City of Dublin, Ohio - Government**  
July 6 at 8:40 PM ·

July is Parks & Recreation Month, a time to celebrate the parks, recreation, events and volunteers that enhance our quality of life all summer and year-round. Push Play on summer fun with special events and activities throughout the month: <http://dublinohiousa.gov/pushplay>

#PushPlayDublin

Like Comment Share



Dublin Chamber of Commerce shared a video.  
July 10 at 4:54 PM ·

Big changes are coming to Dublin!



**Hen Quarter**

**What's Next in Downtown Dublin, Ohio**  
Learn More

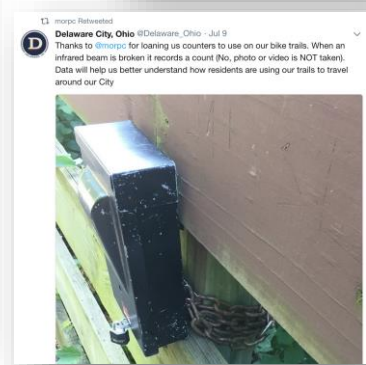
12,215 Views

**Dublin Ohio CVB**  
May 11 ·

Downtown Dublin today is a vibrant blend of quaint and cool with the unique combination of Historic Dublin and Bridge Park.

Wondering what else you can expect to see coming to Dublin? Check out What's Next in Downtown Dublin.


Like Page



morpc Retweeted

**Delaware City, Ohio** @Delaware, Ohio · Jul 9

Thanks to @morpc for loaning us counters to use on our bike trails. When an infrared beam is broken it records a count (No, photo or video is NOT taken). Data will help us better understand how residents are using our trails to travel around our City





A photograph of a person's hands typing on a laptop keyboard. The laptop screen displays a website with a grid of images. The background is a blurred office environment. An orange horizontal band is overlaid across the middle of the image, containing the text.

*What is story mapping?*

Who are your audiences?

What action do you want your audience to take?

What do they care about?

Are there partnerships you can tap into?

What's in the news and trending?

How will you measure success?

**ALWAYS KEEP  
YOUR GOAL  
IN MIND**

A row of lightbulbs is shown in the background, receding into the distance. The lightbulb in the center-right is illuminated and glowing, while the others are dim and unlit. A dotted line on the left side of the text list connects the list items to the glowing lightbulb.

Inspire

Educate

Connect

Encourage

Build trust

Prompt action

Dispel uncertainty



*Creating original content at all times  
is an unrealistic goal.*



# CELEBRATE COMMUNITY



**Dublin Ohio** @DublinOhio · Jul 14

Congratulations to @DublinPolice School Resource Officer Bruce McKenna! The Knights of Columbus @StBrigidParish Council just honored him as "Blue Coat of the Year." [ow.ly/bAyg30kWBA4](https://ow.ly/bAyg30kWBA4)



# ACKNOWLEDGE ACHIEVEMENTS

 **Silverthorne Colorado** added 18 new photos to the album: **Goldthorne Homecoming Celebration** — at Silverthorne Rec Center. ...

April 28 at 5:19pm · 🌐

On April 28 we celebrated Olympic and Paralympic snowboarders who call Silverthorne home. Thanks to everyone who showed up to make this community celebration so special!



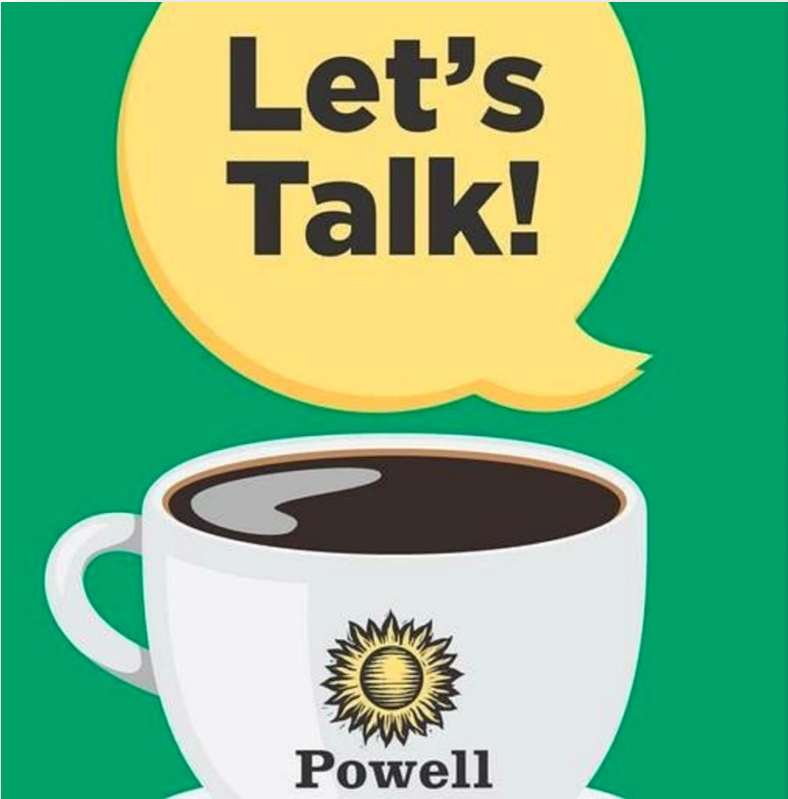
**Goldthorne Homecoming Celebration**  
18 Photos

👍 Like    💬 Comment    ➦ Share    👤

👍 🎉 🙌 134    Most Relevant ▾

30 Shares

# FOSTER CONVERSATION



cityofpowelloh • Follow

cityofpowelloh Join us for the Citizen Financial Review Task Force Public Forum from 6-8p Tuesday, July 10 in the Municipal Building Council Chambers, 47 Hall Street. Come hear what 18 of your neighbors have spent more than 300 volunteer hours learning: how the money comes in and how the City spends it to maintain streets, bike paths, parks and traffic signals we all use. #powellohio




lpgardiner, stonewolf24, trinityhomesohio, meadowparkchurch, mcanavan88, linyardner3, racounts and skylinechilisawmill like this

JUNE 29


Add a comment...



**COLLABORATE  
WITH PEER  
GOVERNMENTS**

 **Mid-Ohio Regional Planning Commission (MORPC)** shared a post. May 17 · 🌐

Check it out.

 **COTA** May 16 · 🌐 Like Page

Contact your employer or visit [cota.com/cpass](http://cota.com/cpass) to find out if you are eligible.



**Work downtown?  
GET C-PASS.** 

COTA.COM/CPASS  
**You can ride at no cost.** Learn More  
C-pass is a program by COTA, MORPC and Capita...

Like Comment Share



# COLLECT FEEDBACK

**City of Hilliard, Ohio - Government**  
September 6, 2017

We want to hear your thoughts about living in Hilliard. Take our survey!


Now through October 27, we are conducting a community survey to better understand the perceptions, interests and expectations of our residents.

It will only take about 30 minutes of your time. By sharing your thoughts, you can help us make Hilliard even better.

As a bonus, if you complete the survey before October 27, you will be entered to win:

- Family pack of pool day passes
- Hilliard swag

On behalf of Mayor Schonhardt and the members of City Council, we ask that you please participate in our survey. We want to hear from you so we can serve you better.




SURVEYMONKEY.COM  
**City of Hilliard Residents Survey 2017**  
Web survey powered by SurveyMonkey.com. Create

180 likes · 239 Comments

Like Comment Share

**City of Hilliard, Ohio - Government** created a poll.  
July 5 at 11:15 AM

We want to hear from you! Did you prefer the new, family friendly 4th of July event this year?



Yes, it was great! No—I prefer the old event

445 Votes

12 reactions · 38 Comments · 4 Shares

Like Comment Share

Most Relevant

Write a comment...

**Terri McKeown** I really liked the new location for the fireworks. Please set them up in the same place next year!  
Like · Reply · 3d · 1 like

**Ronda Jones** My kids loved the pool activities! The fireworks were great. This complaint isn't anything that you as a city can do, but the trash left after the parade and fireworks was ridiculous! I saw trash cans were provided, so that is not the reason trash was left everywhere. Even if there was none, people should have taken it with them!

A hand is shown holding a smartphone horizontally. The screen displays a video player interface. At the top of the screen, a dark grey bar contains the white text '00:01:13'. Below this, the video frame shows a scene with several people in a field, possibly a military or police unit, with some individuals holding rifles. The background of the video is a bright, hazy outdoor setting. The entire image is overlaid with a semi-transparent orange banner that contains the text.

*Visual storytelling is the front-runner in today's multimedia landscape.*



Social video generates 1200% more shares than text and images combined

45% of people watch more than an hour of Facebook or YouTube videos a week

Videos on Facebook receive 135% more organic reach than photos, on average

Viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text

# WHAT MAKES A GREAT STORY?

Characters

Moments

Emotion

Questions

Length





Calling all **Canton**  
farmers!

MUSIC: INCOMPETECH.COM



DO YOU EVER GET THAT FEELING?



Motivation  
at the Station

Join us for *free* yoga!

# MAKE IT EASY WITH AN IPHONE

Put yourself in the action

Find the right angle

No vertical video

Opt for easy editing



# VIDEO TOOLKIT FOR EVERY BUDGET

Trello



iMovie



Lumen5



Boomerang





*Even crises that don't originate online will end up being hashed out in the social universe.*



## **BEFORE A CRISIS**

Develop social media policies

Educate employees on social protocols

Identify a social media crisis team

Evaluate website capabilities

# CREATE A "DARK PAGE"



[Tickets & Info](#) [Things to Do](#) [Plan Your Visit](#) [Traditions](#)

## Fire Ball Ride Accident Updates

### Media Contacts

For questions regarding the investigation:  
Ohio State Highway Patrol Lieutenant Robert G. Sellers  
Office of the Superintendent, Public Affairs Unit  
Phone: (614) 752-2792  
Email: [rsellers@dps.ohio.gov](mailto:rsellers@dps.ohio.gov)

For questions regarding ride safety and inspection:  
The Ohio Department of Agriculture  
Office of Communication  
Phone: (614) 752-9817  
Email: [communications@agri.ohio.gov](mailto:communications@agri.ohio.gov)

For questions regarding the Ohio State Fair:  
The Ohio State Fair  
Media Center  
Phone: (614) 644-4434

### Resources

Ohio Department of Agriculture

- [Media Q & A](#) – answers many reporter questions/requests regarding the Amusement Ride Safety Program
- [ODA Inspection reports for the Fire Ball ride from 2014-2017\\*](#)
- [ODA documents for Amusements of America from 2014-2017\\*](#)

*\*Documents: Please be aware that a portion of these records have been redacted, as indicated in black. The redacted information contains personal information which is not considered a public record pursuant to Ohio Revised Code 149.43(A)(1)(v) and 1349.17.*

Ohio State Fair

- [Contract with Amusements of America](#)
- [Supplemental Amusements of America contract documents](#)

Additional information and statements

- [Governor John Kasich Statement](#)
- [July 27, Ohio State Highway Patrol News Release](#)

### Video

June 26, 2017 News Conference



(Video courtesy of YouTube/WXIA-TV)

July 27, 2017



(Video courtesy: YouTube/WXIA-TV)

Video of Department of Agriculture Amusement Ride Safety Inspectors performing inspections at the Ohio State Fair on Thursday, June 27. Video provided by the Ohio Department of Agriculture.



## **DURING A CRISIS**

Acknowledge crisis quickly

Pause all scheduled posts + ads

Maintain ongoing communications

Anticipate public information needs

Respond instead of deleting negatives

## **AFTER A CRISIS**

Evaluate your response

Apply learnings to your crisis plan

Monitor post-crisis sentiment

Be cognizant of long-term



**FH** Communicate better.

*Thank you!*





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Planning Commission

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