Social Media Best Practices for Local Governments

morpc

Mid-Ohio Regional
Planning Commission

July 18, 2018

Beginner's Pre-Workshop

Niel Jurist
Public Information Manager, City of Gahanna

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Mid-Ohio Regional Planning Commission

CITY OF GAHANNA

SOCIAL MEDIA 101
FOR LOCAL GOVERNMENTS

WHO'S USING SOCIAL MEDIA?

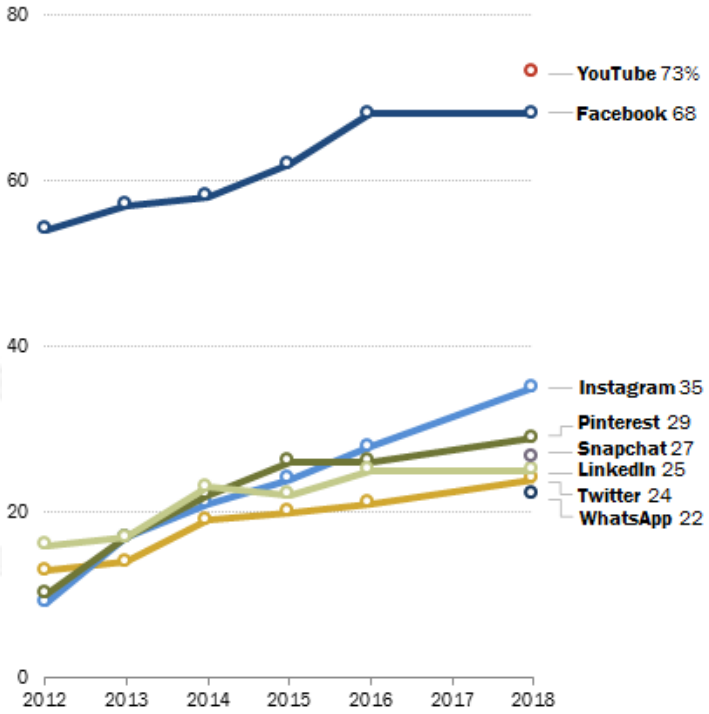
3.19 Billion Worldwide

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



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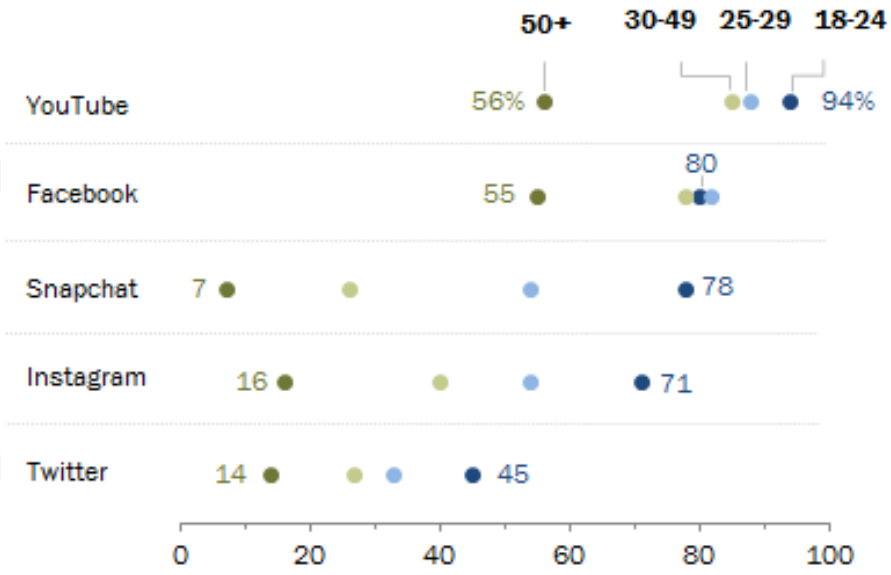
Source: Survey conducted Jan. 3-10, 2018. Trend data from previous Pew Research Center surveys.
"Social Media Use in 2018"

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.
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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
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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
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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

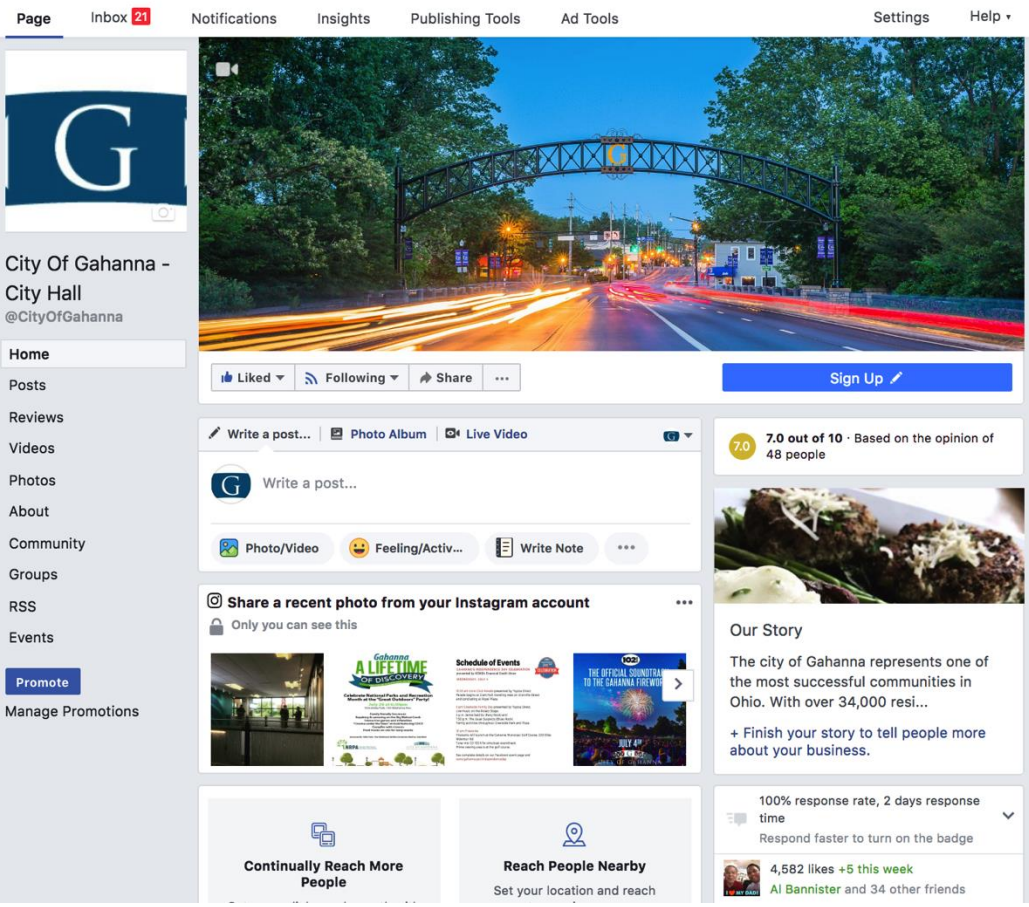
QUICK STATS

- ✓ 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



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.
- **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 25 Notifications Messages #gAHANNABIZ Tweet

#gAHANNABIZ

Top Latest People Photos Videos News Broadcasts

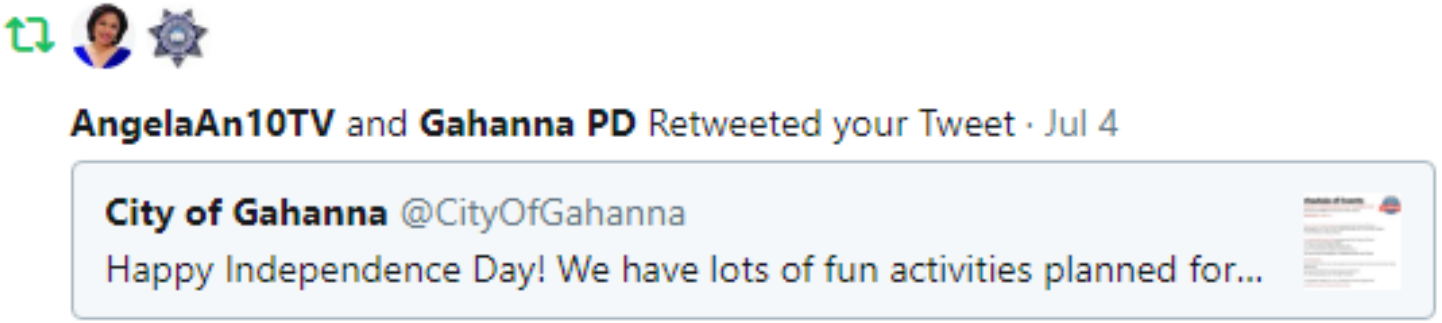
City of Gahanna @CityOfGahanna · Apr 26
Gahanna in the News: thisweeknews.com/news/20180426/... | Story via @ThisWeekMarla **#GahannaBiz** #GahannaNews

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

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.



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

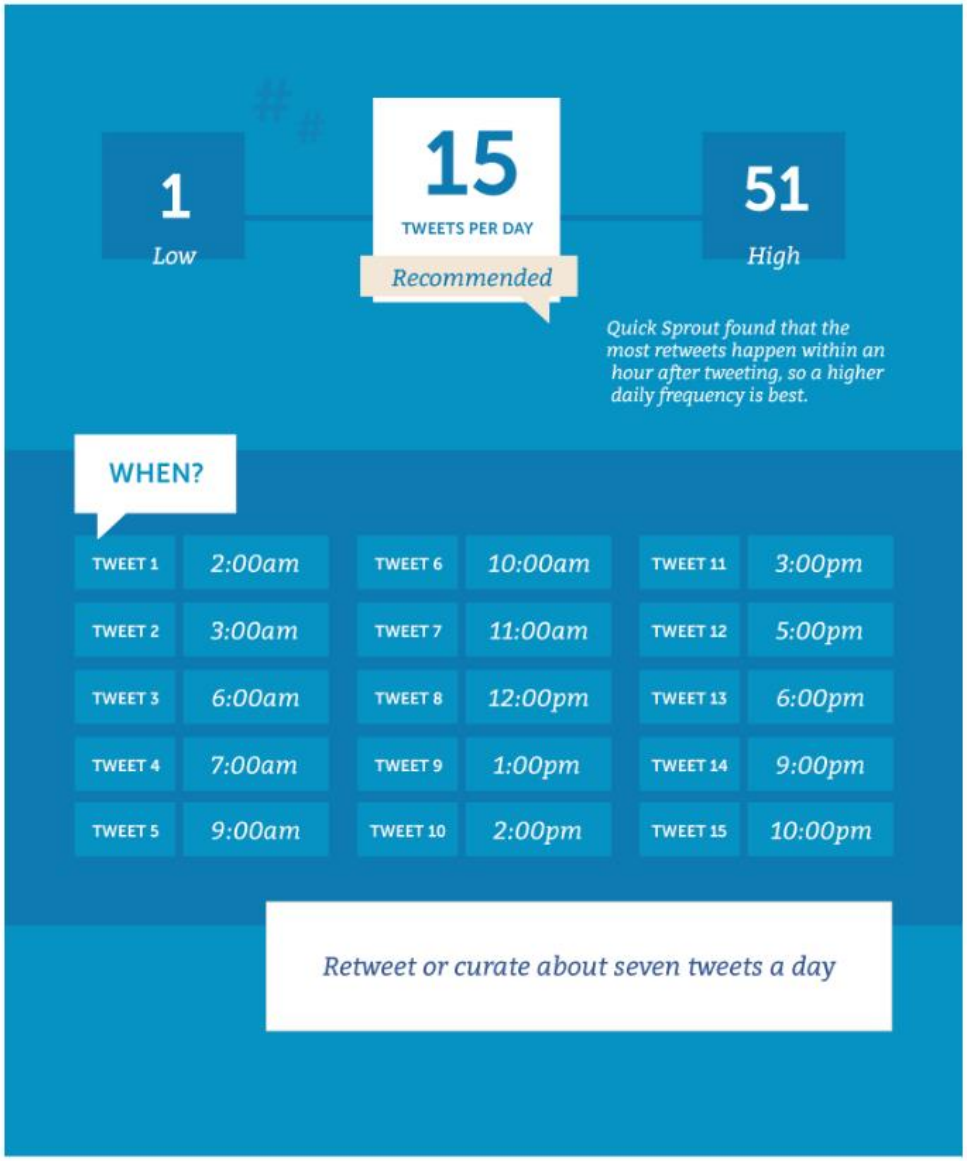
- ❑ WHO'S YOUR AUDIENCE?
- ❑ HOW DO YOU WANT TO REACH THEM?
- ❑ WHAT ARE YOUR ORGANIZATION'S GOALS?

HOW OFTEN AND WHEN SHOULD I POST ?

Facebook

Source: CoSchedule Blog

Twitter



Source: CoSchedule Blog

LinkedIn

Source: CoSchedule Blog

Source: CoSchedule Blog

Source: Hootsuite

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

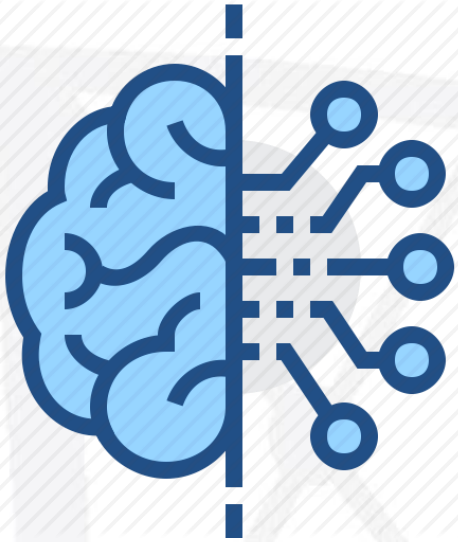
- By 2019, video will make up 80% of all internet traffic
- Examples – SnapChat and IG Stories
- Today, 94% of people hold their phones upright when capturing content

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

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Mid-Ohio Regional
Planning Commission

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Gahanna, Ohio 43230

Phone: 614.342.4043

WELCOME & INTRODUCTIONS

Terri Flora
Director of Public & Government Affairs

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Mid-Ohio Regional Planning Commission

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insight 2050

Voices of insight2050

Rural Counties & County Seats

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

Programs

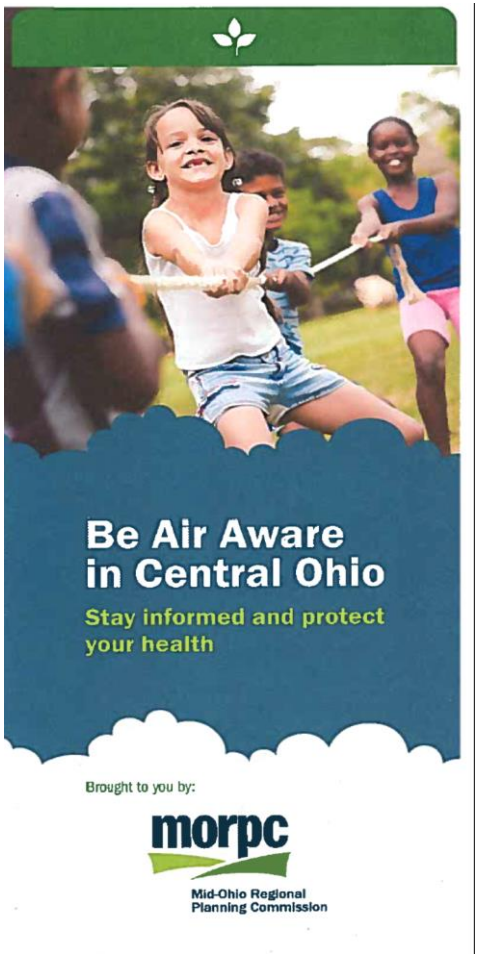
Residential Services

- Home weatherization
- Home repair

Programs

Air Quality

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



COMMUTER CHALLENGE
make your miles matter

- Register and log in at 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

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COMMUTE with enterprise

SMART COLUMBUS

COTA

Virgin hyperloop one

CHICAGO
LANSING
DETROIT
ANN ARBOR
ERIE
NAPERVILLE
ELKHART
TOLEDO
JOLIET
CLEVELAND
24 MIN
1H 27MIN
FORT WAYNE
AKRON
PITTSBURGH
LIMA
1H 5MIN
1 STOP
2H 40MIN
20 MIN
2H 57MIN
5H 33MIN
INDIANAPOLIS
DAYTON
COLUMBUS
CINCINNATI
LOUISVILLE
EVANSVILLE
LEXINGTON

MIDWEST CONNECT
hyperloop

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Mid-Ohio Regional
Planning Commission

TERRI FLORA
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Columbus, Ohio 43215

Phone: 614.233.4126

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Session I: Effective Social Media Strategy Development

Niel Jurist
Public Information Manager, City of Gahanna

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Mid-Ohio Regional Planning Commission

CITY OF GAHANNA

EFFECTIVE SOCIAL MEDIA STRATEGIES FOR GOVERNMENTS

WHO'S USING SOCIAL MEDIA?

3.19 Billion Worldwide

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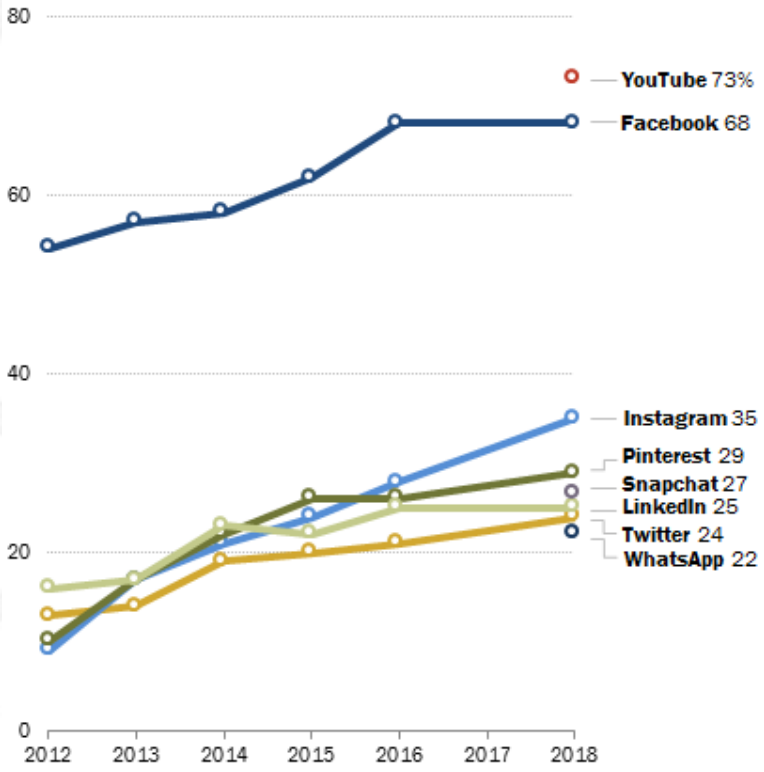

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PEW RESEARCH CENTER

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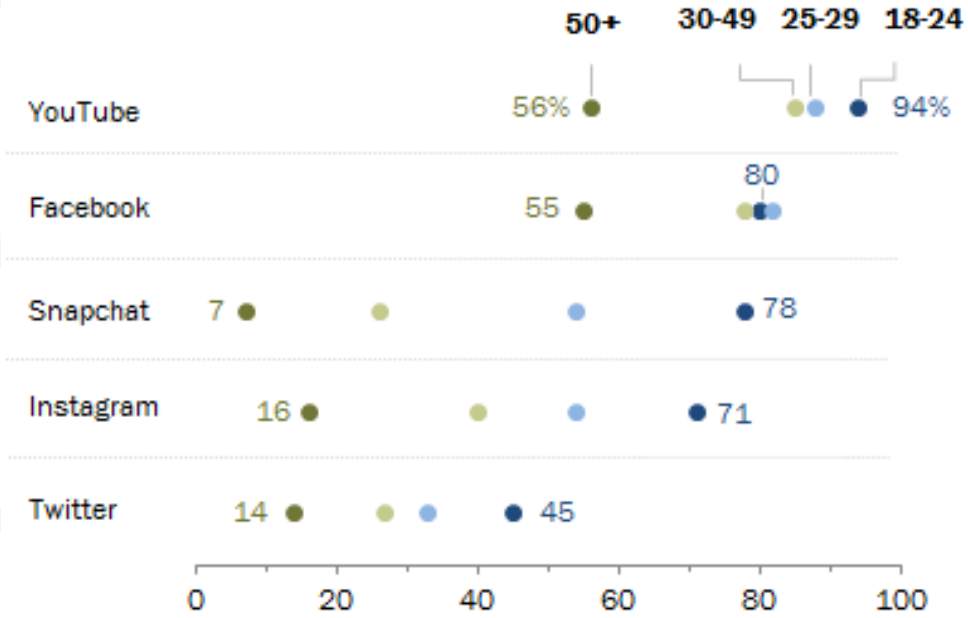

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- Two-way conversations
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BUILD TRUST WITH CONSTITUENTS

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INCREASE EFFICIENCY

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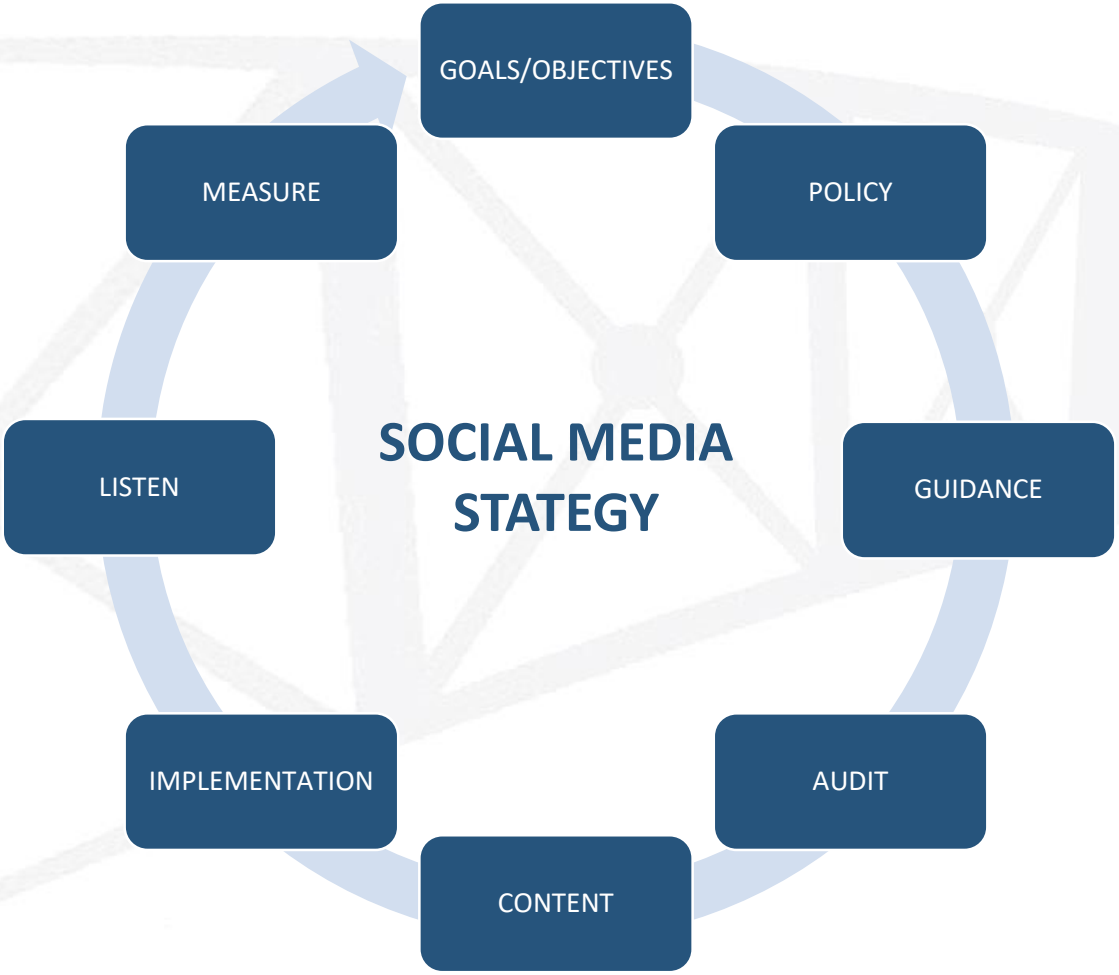
CRISIS COMMUNICATIONS

- 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


GOALS/OBJECTIVES
POLICY
GUIDANCE
AUDIT
CONTENT
IMPLEMENTATION
LISTEN
MEASURE
SOCIAL MEDIA STATEGY

MEASURING SUCCESS

WAYS TO MEASURE SUCCESS

- ❑ Number of followers and fans
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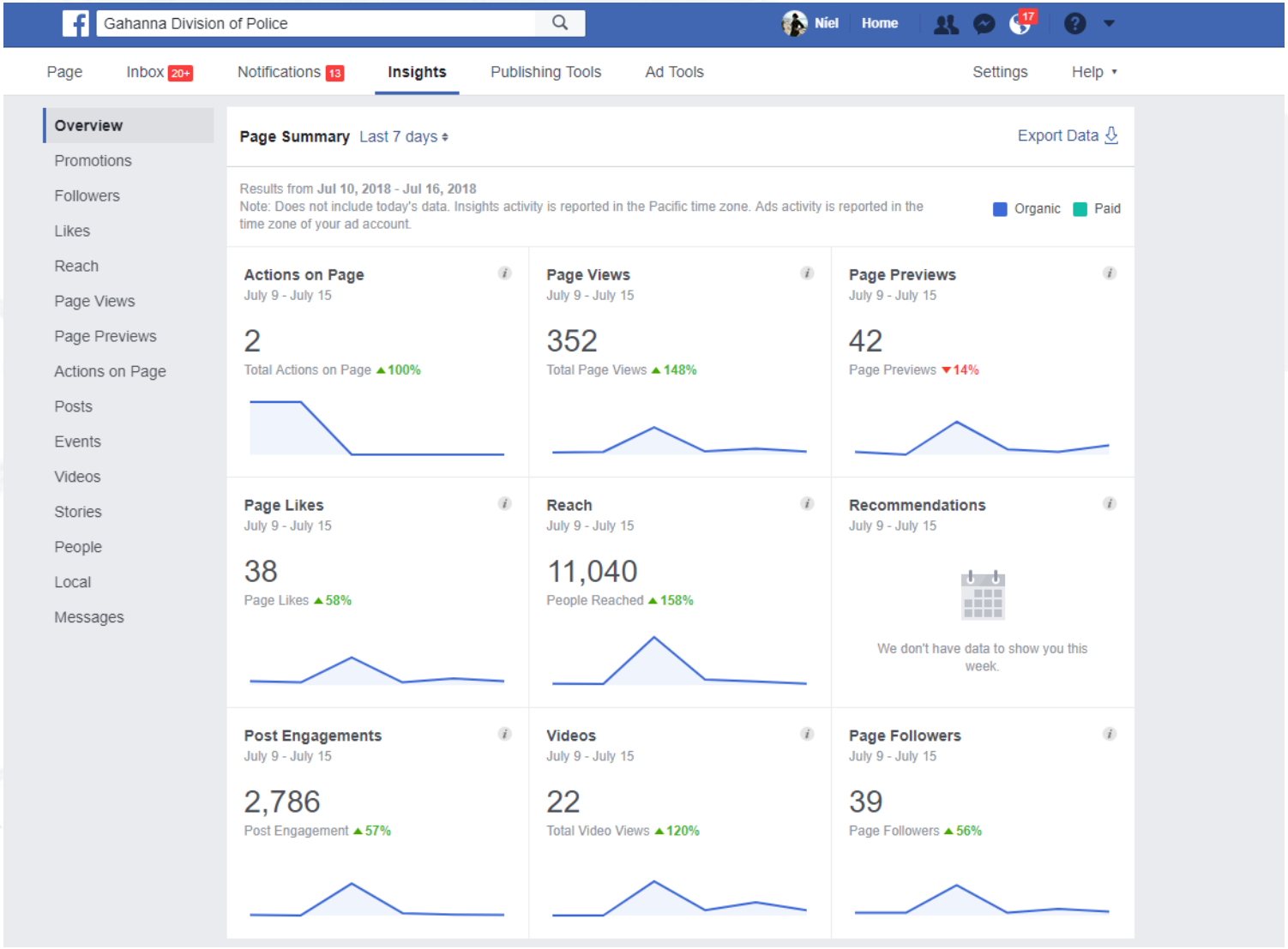
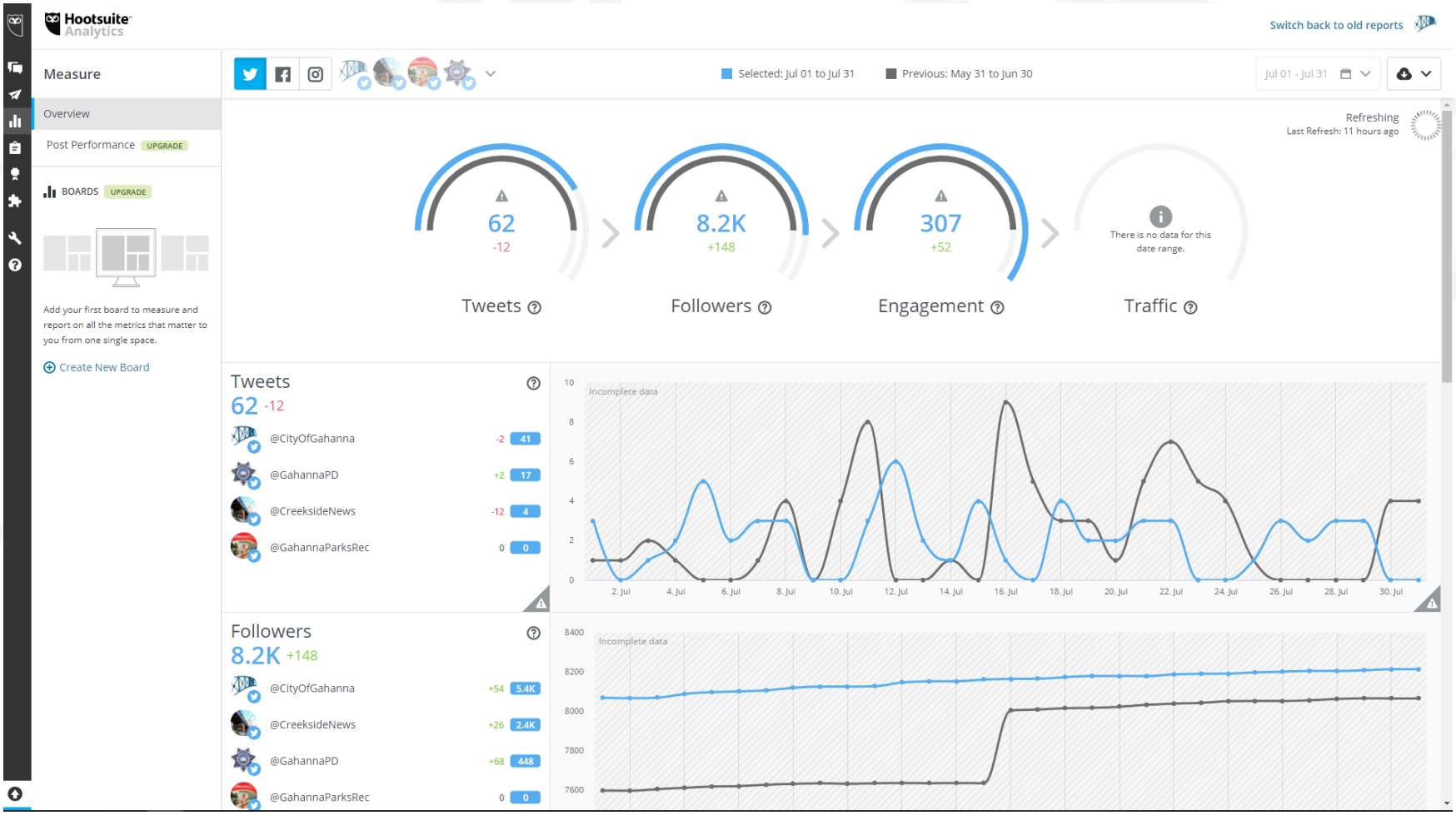
SOCIAL MEDIA INSIGHTS



HOOTSUITE


Hootsuite Analytics
Switch back to old reports
Measure
Overview
Post Performance UPGRADE
BOARDS UPGRADE
Add your first board to measure and report on all the metrics that matter to you from one single space.
Create New Board
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
Tweets
62 -12
@CityOfGahanna -2 41
@GahannaPD +2 17
@CreeksideNews -12 4
@GahannaParksRec 0 0
Incomplete data
10
8
6
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0
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4. Jul
6. Jul
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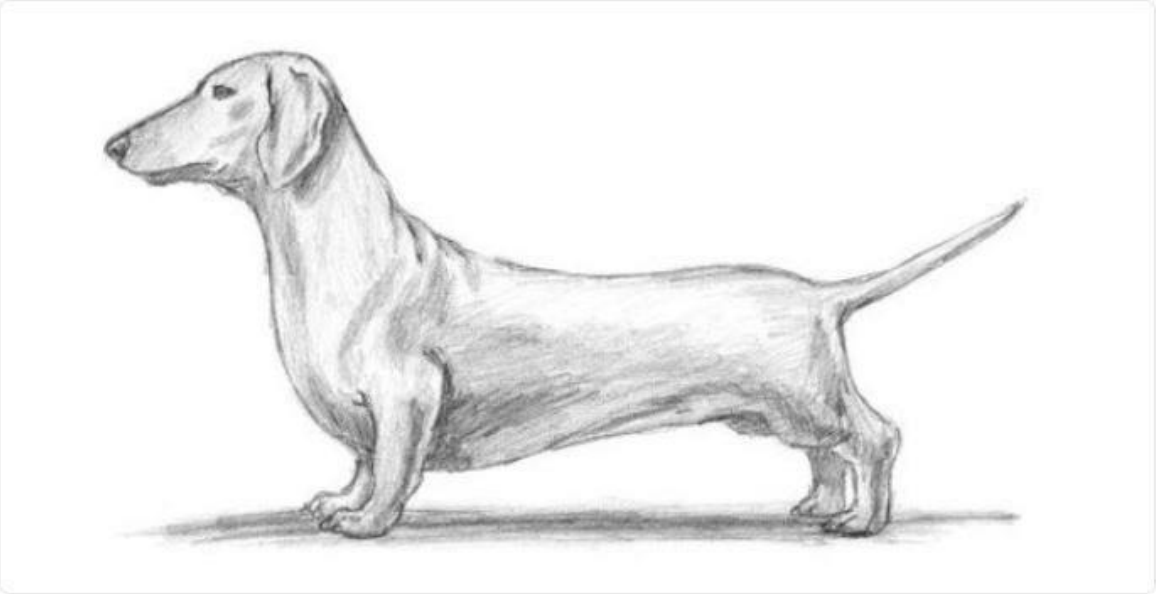
16. Jul
18. Jul
20. Jul
22. Jul
24. Jul
26. Jul
28. Jul
30. Jul
Followers
8.2K +148
@CityOfGahanna +54 5.4K
@CreeksideNews +26 2.4K
@GahannaPD +68 448
@GahannaParksRec 0 0
Incomplete data
8400
8200
8000
7800
7600

“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

Post Details

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

183 Like	128 On Post	55 On Shares
5 Love	5 On Post	0 On Shares
1 Haha	1 On Post	0 On Shares
2 Wow	2 On Post	0 On Shares
45 Comments	39 On Post	6 On Shares
9 Shares	9 On Post	0 On Shares

1,615 Post Clicks

130 Photo Views	0 Link Clicks	1,485 Other Clicks

Post Details

Video | Post | Shares

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

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	

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

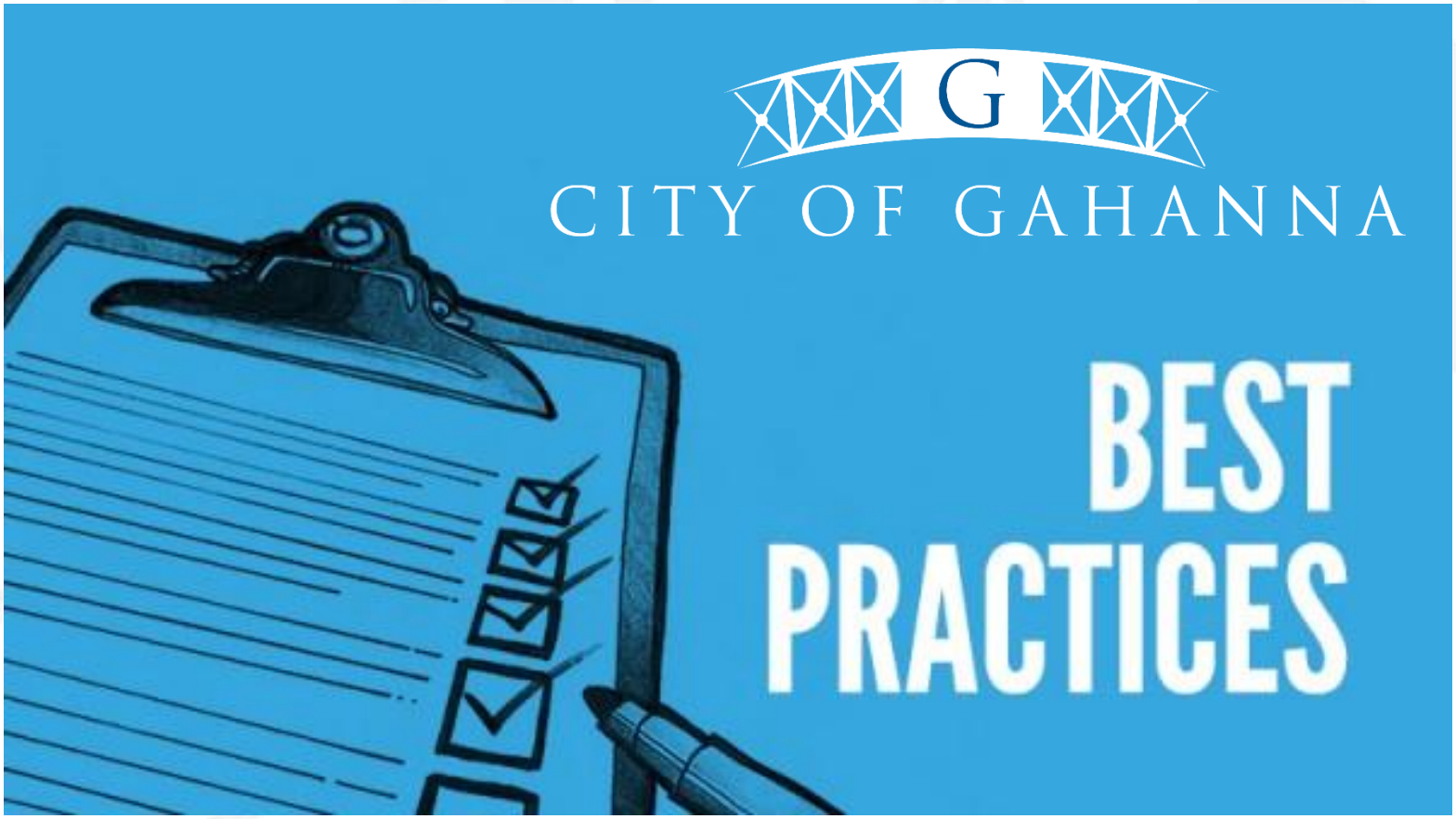
75 Post Clicks

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

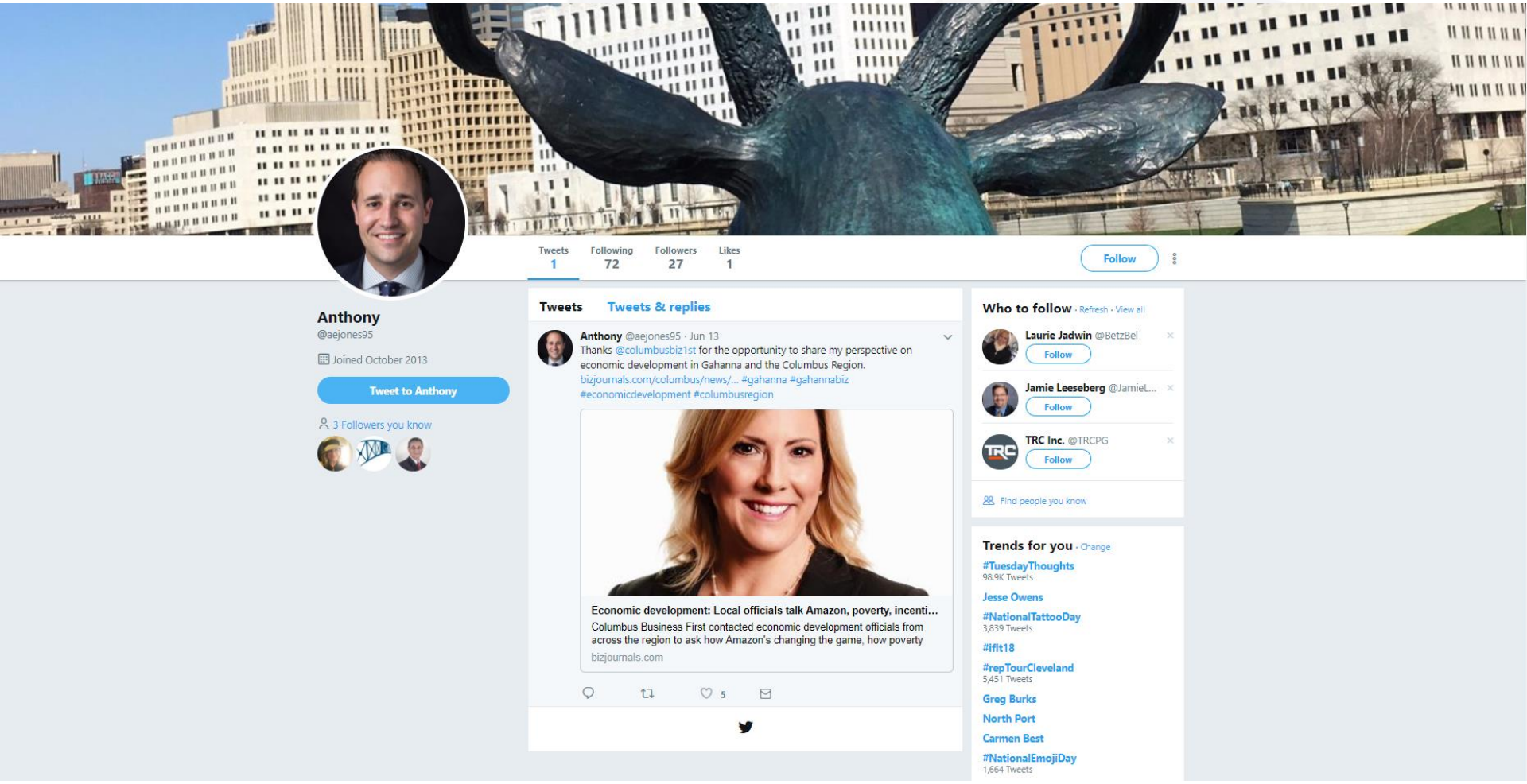
DON'TS

- 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



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 1 23

Tweet your reply

Mark Condon @markdcondon · Jun 18
Replying to @CityOfGahanna @GahannaPD
Thank you for the great job!

4

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 24

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! 👀

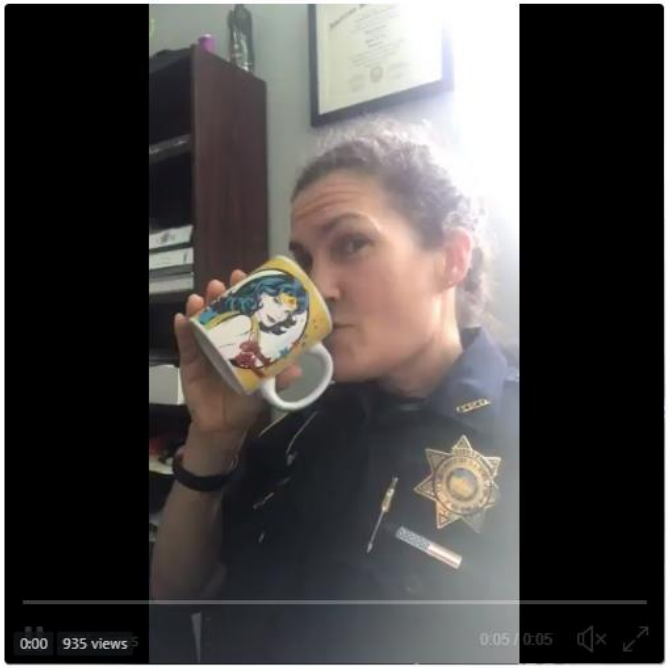
1:18 PM - 14 Sep 2017 from The Ohio State University

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

morpc

Mid-Ohio Regional
Planning Commission

Niel Jurist
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

morpc
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

- 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

Bricker & Eckler ATTORNEYS AT LAW

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!

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@lawandregs

dstein@bricker.com

614-227-7740

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Planning Commission

David Stein
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100 South Third Street
Columbus, Ohio 43215

Phone: 614.227.7740

Session III: Telling Your Story

Whitney Somerville
Bryan Haviland
Ann Mulvany
FraizerHeiby

morpc
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

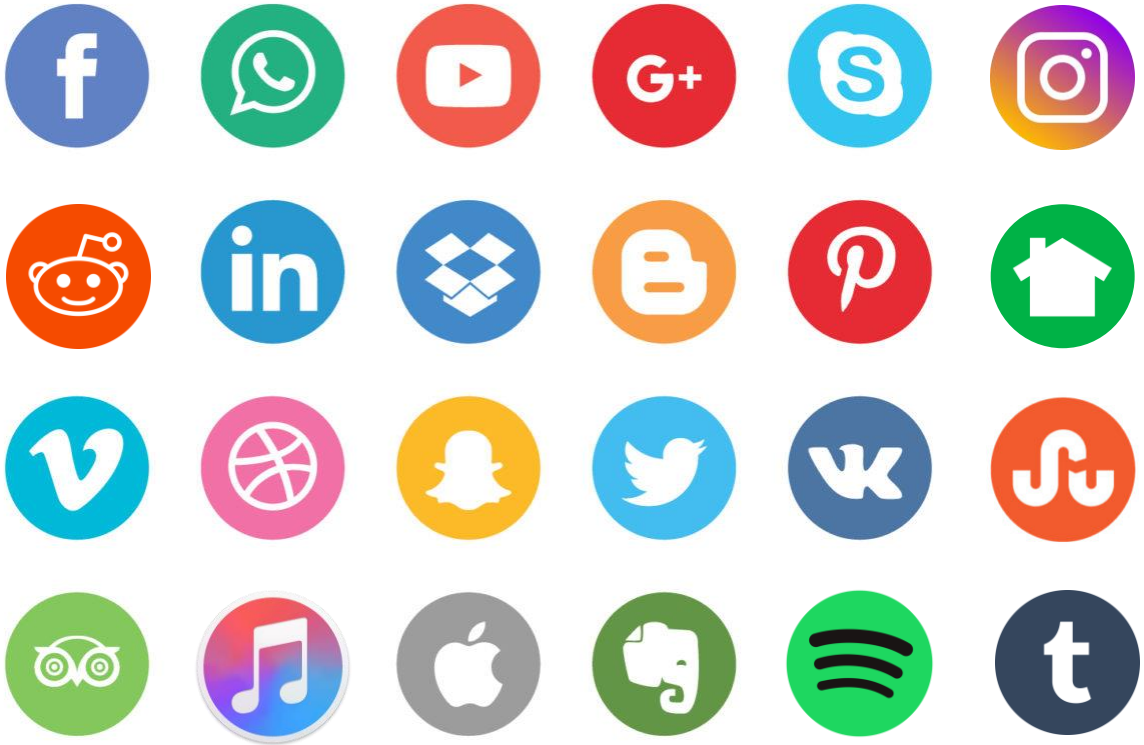
Whitney Somerville
account director

TODAY'S AGENDA

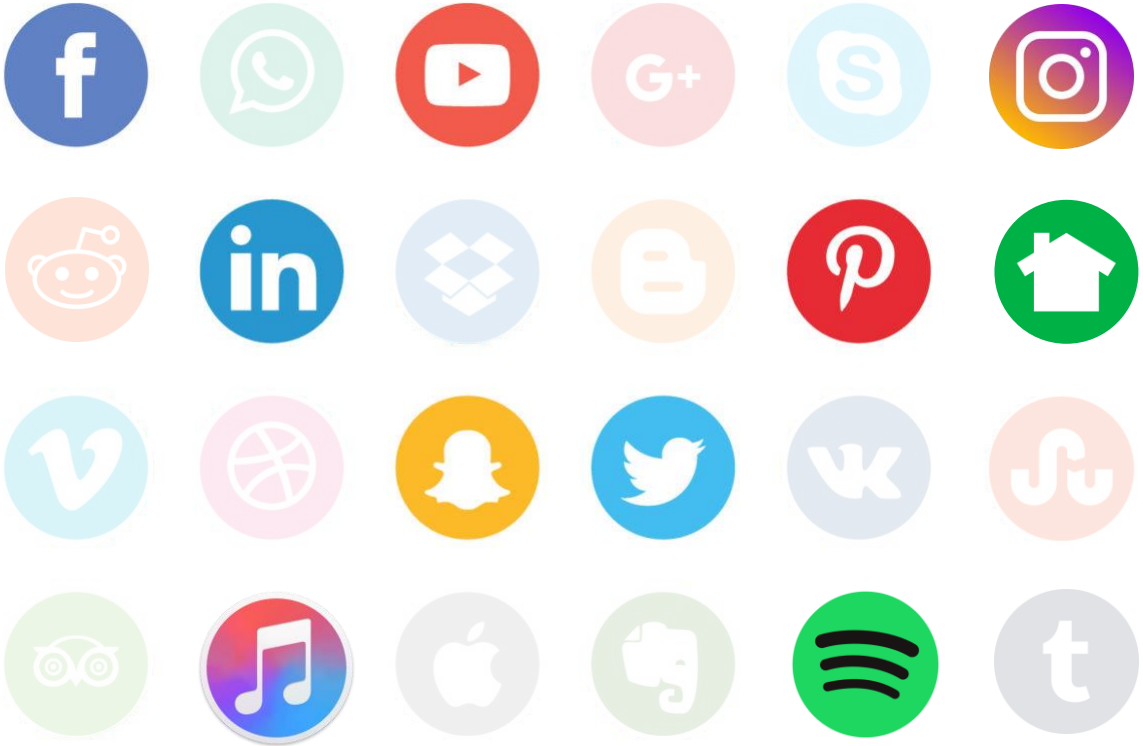
- Social platforms for the public sector
- Tips for starting on a new social platform
- Story mapping how-to
- Visual storytelling overview
- Managing a crisis on social

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)

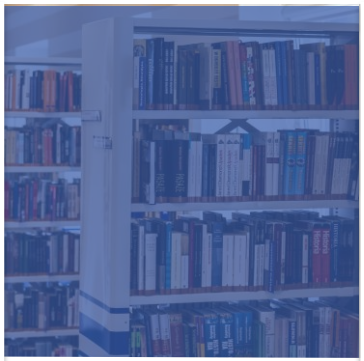
Minimum ad spend of $250 with DIY ad builder

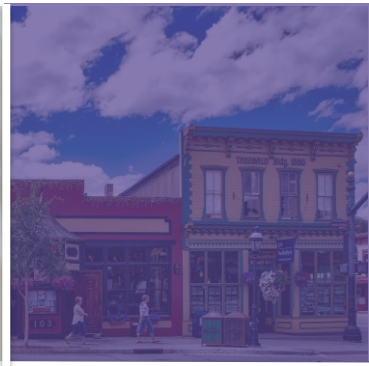
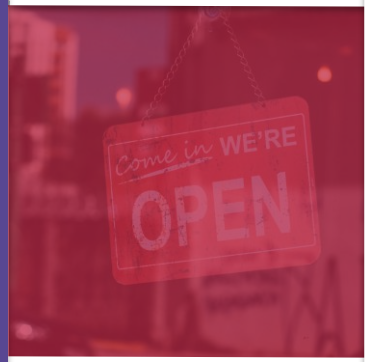
73 million people listen to podcasts monthly

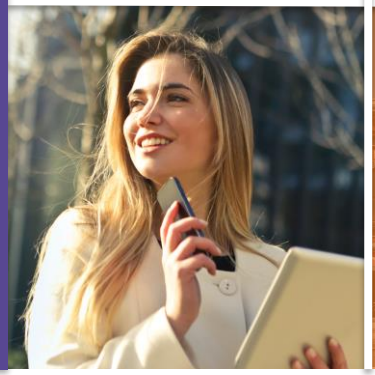
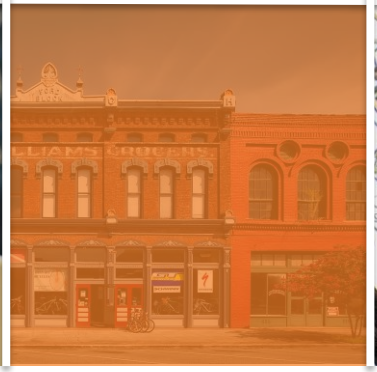
Start your own or SME guest appearances

Before Starting a New Social Channel

IDENTIFY YOUR AUDIENCES



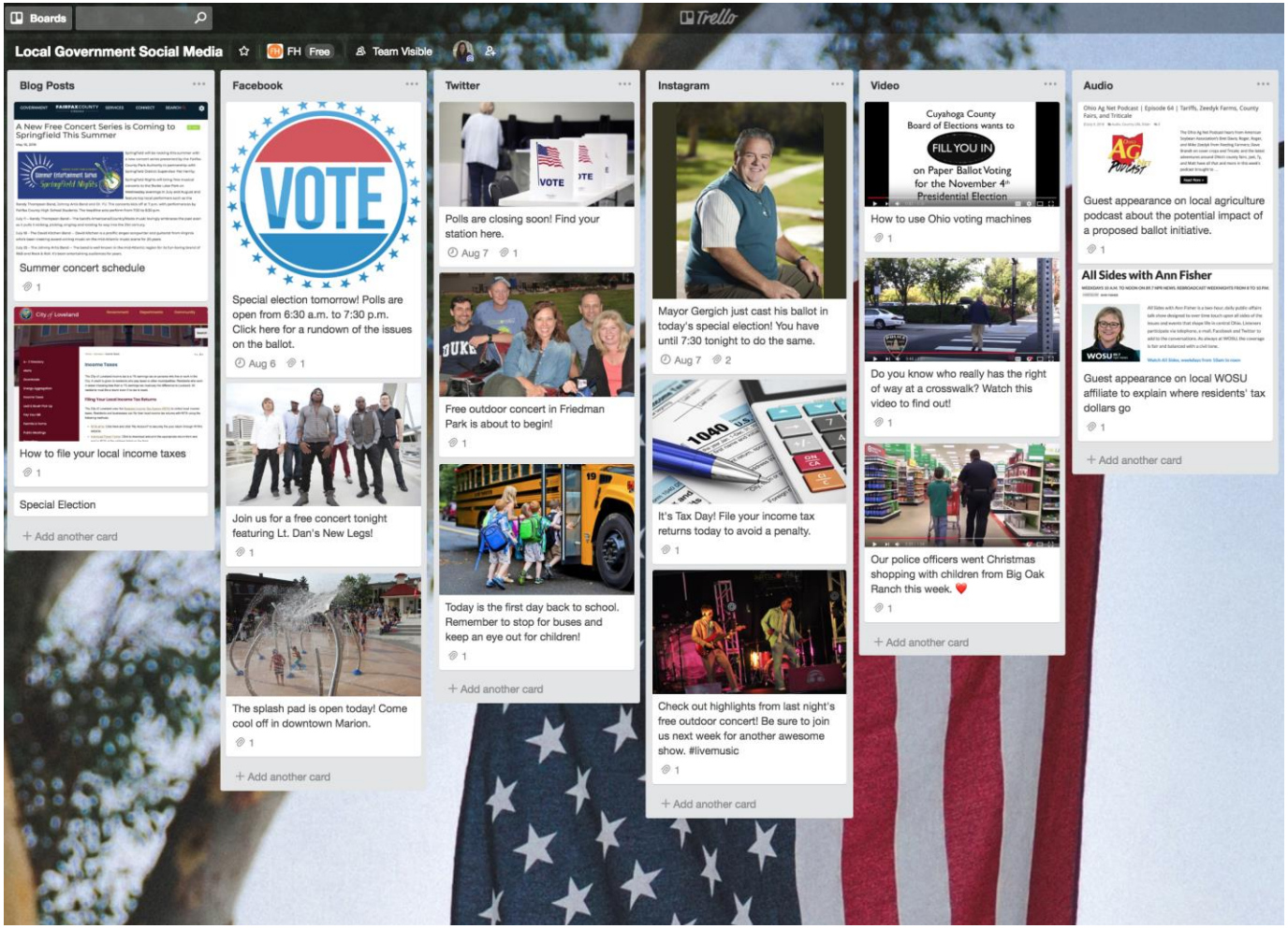
OUTLINE YOUR GOALS

Raise awareness

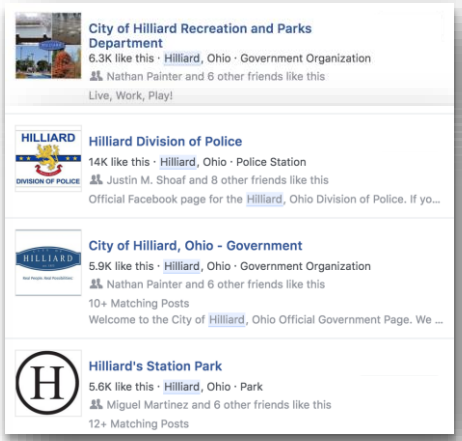
Engage citizens

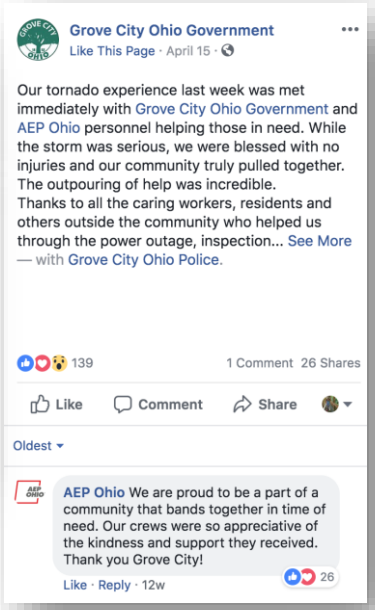
Change behavior

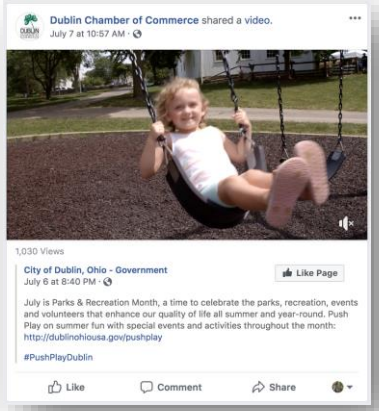
PLAN YOUR CONTENT

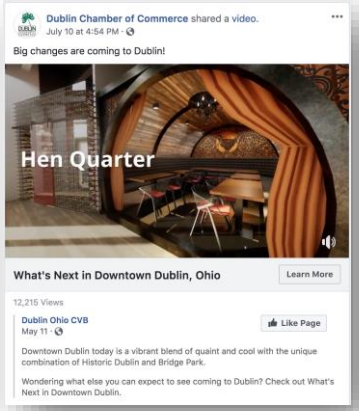


STRATEGIZE WITH PARTNERS









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

- 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

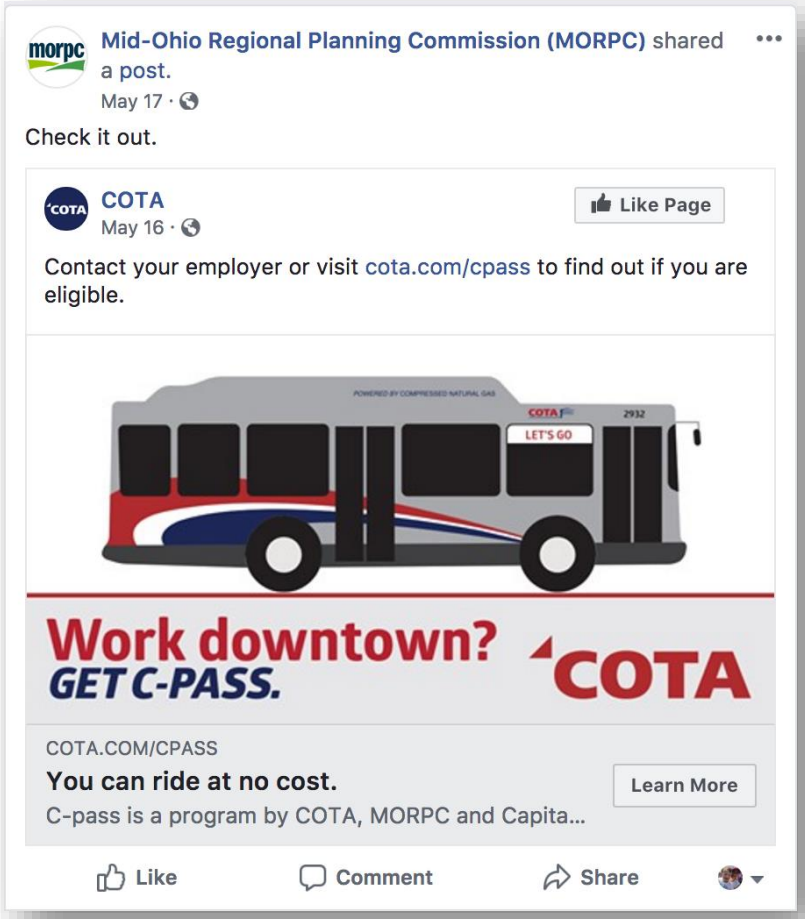
Congratulations to @DublinPolice School Resource Officer Bruce McKenna! The Knights of Columbus @StBrigidParish Council just honored him as "Blue Coat of the Year." ow.ly/bAxg30kWBA4

1 17

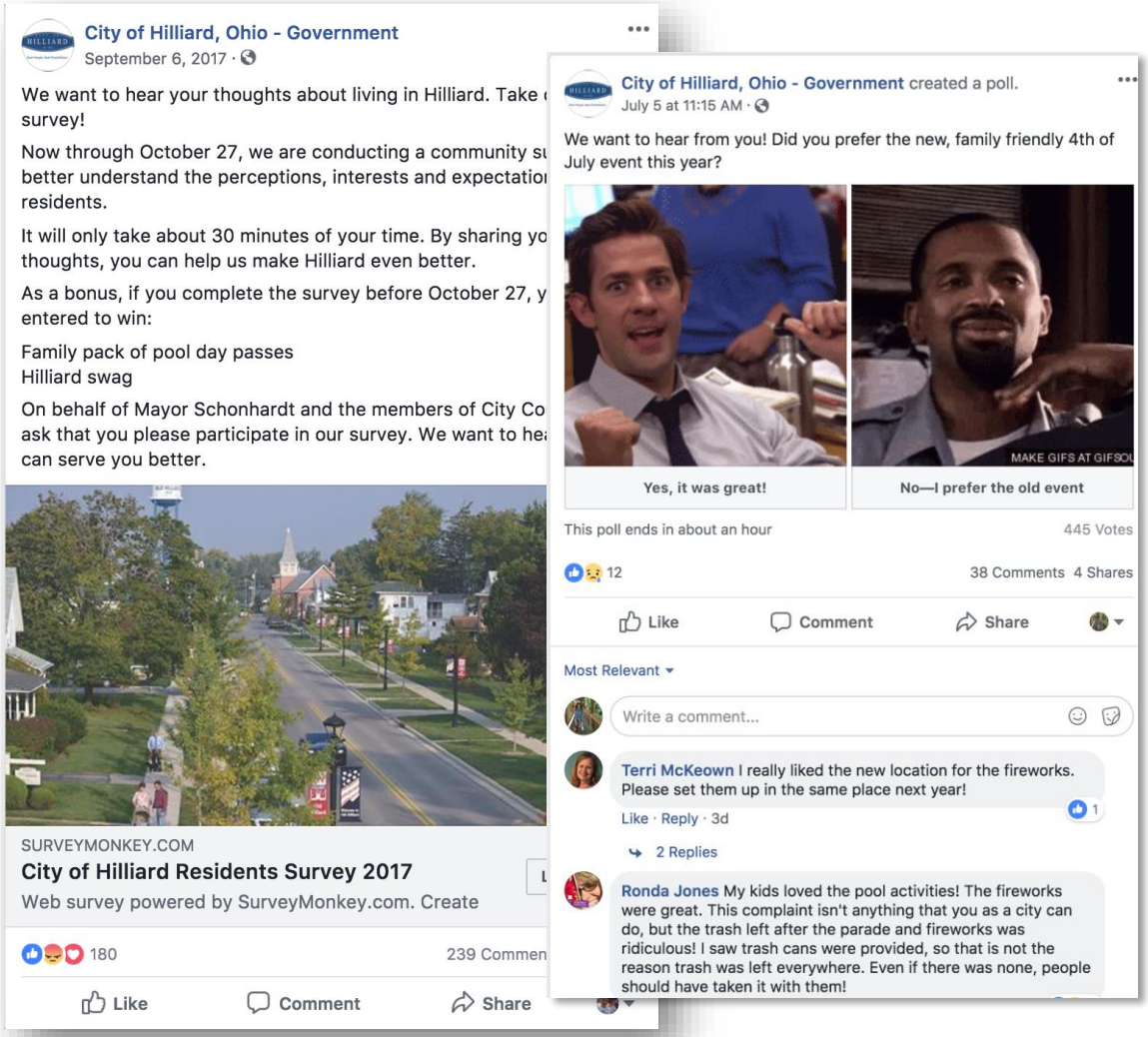
ACKNOWLEDGE ACHIEVEMENTS

FOSTER CONVERSATION

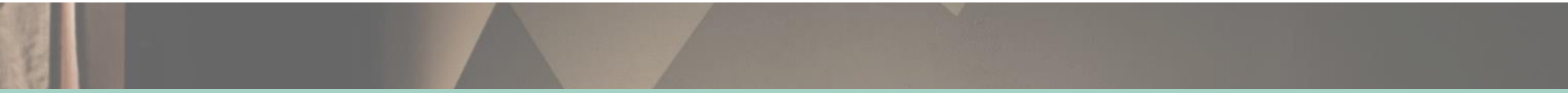
COLLABORATE WITH PEER GOVERNMENTS



COLLECT FEEDBACK



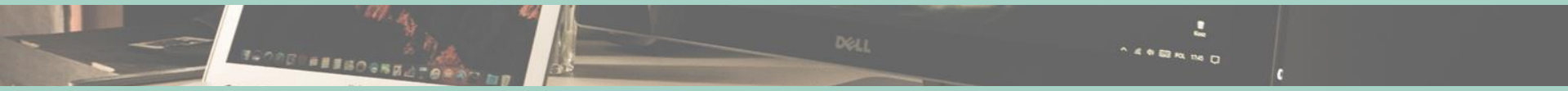
Visual storytelling is the front-runner in today's multimedia landscape.



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?

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

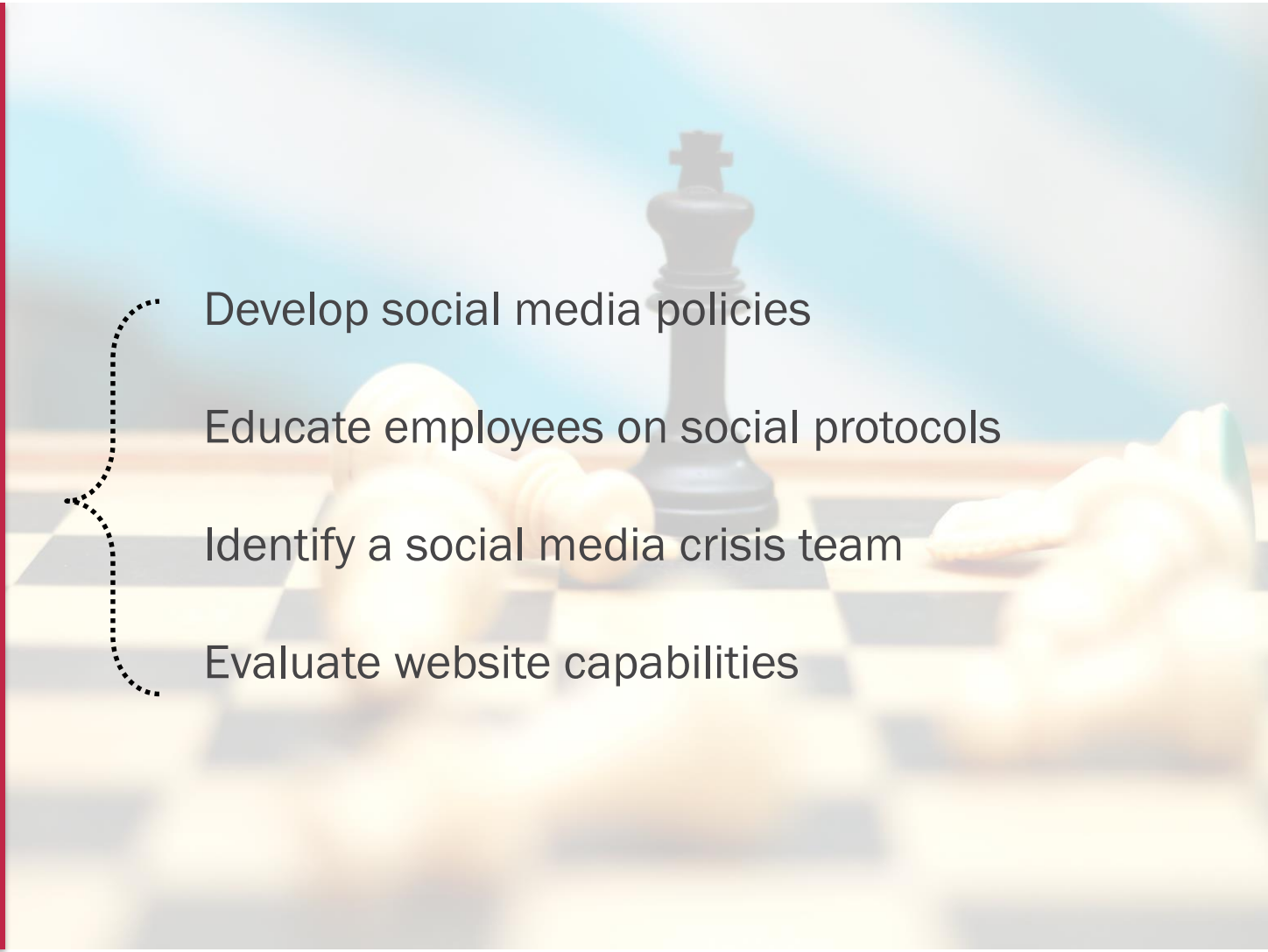
iMovie

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"

OHIO STATE FAIR
JULY 25 - AUG. 5
2018

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

For questions regarding ride safety and inspection:
The Ohio Department of Agriculture
Office of Communication
Phone: (614) 752-9817
Email: 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/WCMH-TV)

July 27, 2017

(Video courtesy: YouTube/WKYC-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

Communicate better.

Thank you!

morpc

Mid-Ohio Regional
Planning Commission

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Bryan Haviland
Ann Mulvany
Whitney Somerville

1500 Lake Shore Dr. Suite 300
Columbus, Ohio 43204

Phone: 614.481.7534