

# How social should districts be?



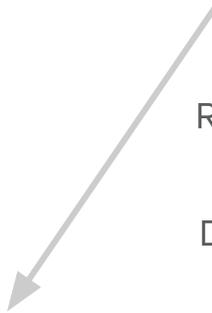
## How to engage

Audio Settings: to set speaker preferences.

Use the Q&A button to ask questions at any time.

Raise your hand if you have any problems.

Don't worry about taking notes.



Audio Settings ^



Chat



Raise Hand



Q&A

Leave Meeting

# Hello!

I'm Sloane Dell'Orto  
from Streamline

Find us @StreamlineGov



STREAMLINE



# Hi.

Please  
follow us.  
Pleeeeeease?

# What we'll cover

**This is the brief version!**

Attend our talk at the SDAO conference this Saturday, or join the CSDA webinar in May for the full deal.

**Should you be worried?** General considerations before diving in.

**How do you choose a platform?** Facebook, Twitter, Instagram, oh my!

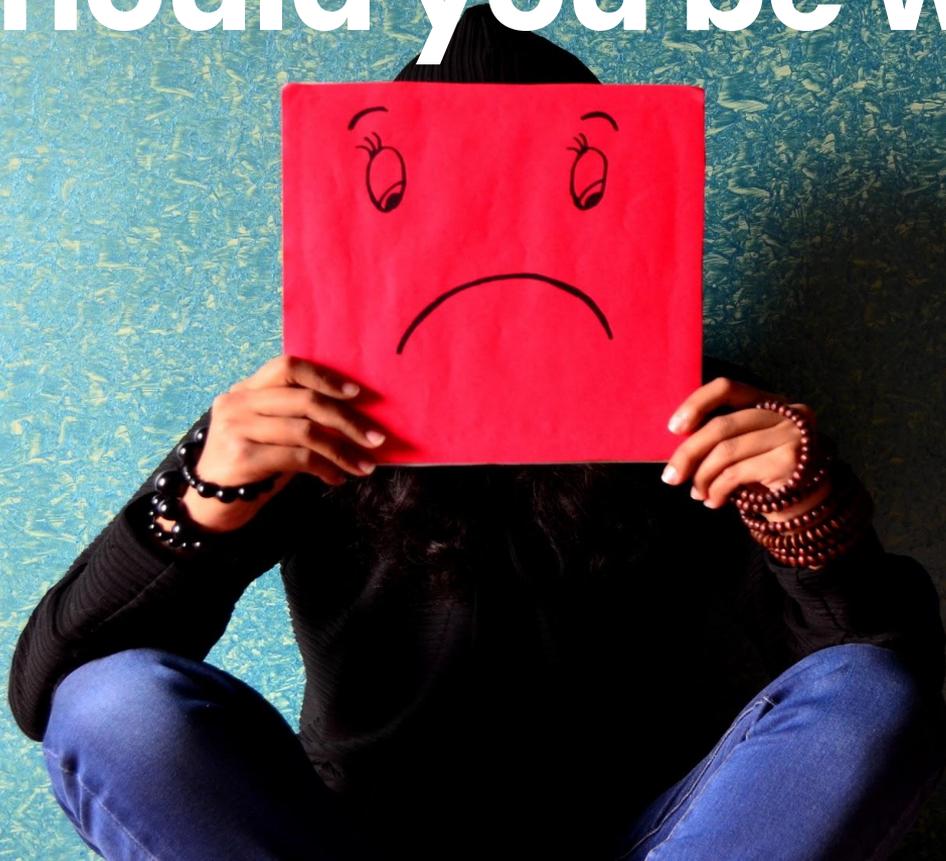
**What to do when things go wrong.** (Spoiler alert: they will go wrong.)

**CYA:** policies can help cover your ... um ... district.

**Takeaways:** resources to help your social media journey.



# Should you be worried?



General  
considerations  
before diving in



Stuff to consider

# What if you just ... don't?

What's the worst that could happen if you aren't on social media?

- Rogue board members or employees
- Squatters representing your district
- Haters talking about your district
- Inability to contribute to or impact the conversation





Unofficial: Lafayette City Government  
@VisitLafayette

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Unofficial: Lafayette City Government

January 20 at 4:52 PM · 🌐

#GreatNews! - This man deserves no boobs or beads. And if he tries to come here we'll make sure that he gets stuck on the Basin Bridge.



DAILYCRAWFISHNEWS.COM

**BREAKING: Saints/Rams Referee Bill Vinovich No Longer Invited To Mardi Gras**

👍👎❤️ 469

29 Comments 1,494 Shares

This is the "unofficial" site for the City of Lafayette

# Lafayette Consolidated Government not amused by Facebook satire site with similar name

KATC-TV report FEB 6, 2017 - 4:37 PM



A satire site that began with the City's name on it.

The satire Facebook account Lafayette City Government has changed its name to "[Unofficial: Lafayette City Government](#)" after pressure from Lafayette Consolidated Government.

"After days of crying about it and filing complaints, LCG got Facebook to force us to change our name," a post on the page states. "That's also after they reported something we posted to try to get our personal accounts suspended. Maybe we should just change our name to Lafayette Constipated Government since they want to be salty."



San Mateo County Harbor District @SMCHarborDistrict

Home

Posts

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Community

Info and Ads

Create a Page



This is an "unofficial" district site built and maintained by a board member

Like Follow Share ...

Send Message

Posts



San Mateo County Harbor District

May 4, 2018 · 🌐

Welcome to the unofficial San Mateo County #HarborDistrict Facebook page, posting news and updates about one of the #BayArea's least understood elected bodies! We are a group of concerned #SanMateoCounty citizens who want to shed light on the workings of this #taxpayer-funded agency which has control over valuable public assets on our #coast!

5.0 5 out of 5 · Based on the opinion of 2 people

Community See All

Invite your friends to like this Page

16 people like this

17 people follow this

About See All



## San Mateo County Harbor District

November 20, 2018 · 🌐

This win for women didn't come without a significant fight, thanks to deeply ingrained sexism in the sport and the wobbly internal politics of the World Surf League itself.

"The 'bro culture' in surfing is very prevalent," said San Mateo County Harbor Commissioner Sabrina Brennan, a member of the Committee for Equity in Women's Surfing, or CEWS, a lobbying group that played an integral role in getting women to the event formerly known as Titans of Mavericks. "I can only think... [See More](#)

Who posts content reflecting unofficial district views.



## San Mateo County Harbor District shared a post.

May 15, 2018 · 🌐

Very excited to hear that [Hop Dogma Brewing Company](#), a unique local brewery and Coastside business, will be opening up again soon near Pillar Point Harbor! Their Yelp page listed a tentative reopening date of June 11!



DEADSPIN.COM

## The Bitter Fight For Equal Pay At One Of The World's Biggest Surf Contests

# If you have a squatter

Follow district policy for addressing the issue, if it's a board member or employee

Contact the social media platform to claim the page or profile (most platforms have an option for this)

Post a disclaimer to your "real" page, and add a link to the official page to your district website





# Eyewatch Specialdistricts

+ Add Friend

Message ...

Timeline

About

Friends

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And then there's the guy who hates "arks" ...

## DO YOU KNOW EYEWATCH?

To see what he shares with friends, send him a friend request.

+ Add Friend



Intro

Lives in Orangevale, California

From Orangevale, California

Photos



Eyewatch Specialdistricts

17 hrs · 🌐

Orangevale Recreation and ark District is fundamentally corrupt, dishonest, self-serving and authoritarian!





[Redacted Name]

13 hrs · 🌐

Orangevale Recreation and Park District is fundamentally corrupt, dishonest, self-serving and authoritarian!  
Please include Special Districts!!!!!!

CALAWARE.ORG

### CalAware's Gold Seal shows our own transparency - Californians Aware

Californians Aware just earned a Gold Seal of Transparency on @GuideStarUSA. By adding information about our goals, strategies, capabilities, achievements, and progress indicators, we're highlighting the...



Like



Comment



Share



Write a comment...



[Redacted Name]  
13 hrs · 🌐

Orangevale Recreation and Park District is fundamentally corrupt, dishonest, self-serving and authoritarian!

CALAWARE.ORG

### An early test for Governor Newsom's open government seriousness - Californians Aware

A new bill proposing to open the meetings of standing committees of state government boards and commissions will test the commitment of Governor

Which seems kinda funny, until you realize he has a LOT more time on his hands than you do.



**Eyewatch Specialdistricts**

January 3 at 6:20 PM · 🌐

Orangevale Recreation and Park District is fundamentally corrupt, dishonest and self-serving and authoritarian!



MAILCHI.MP

### LA school won't explain mysterious \$782,000 payout to former superintendent, as auditors call for fraud investigation

Scandal-plagued Montebello Unified School...



# If you have a hater

Respond respectfully  
once or twice ... then stop

Ask them to come speak to the district  
directly or to call

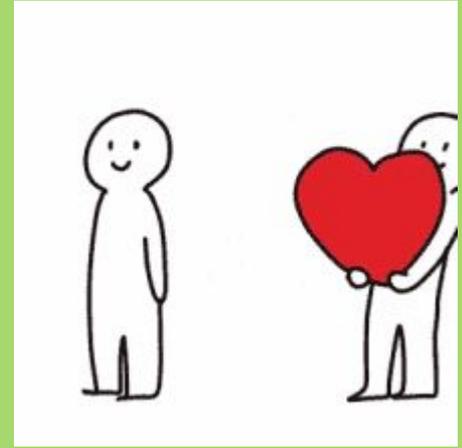
On many platforms you can block users,  
but it might get you in trouble\*

You can try to report abusive behavior

But know this:



**Not  
everyone  
will love you.**



# Who and when?

Who will be posting to your social accounts:

- Board members who come and go?
- GM or Fire Chief, who typically has little time?
- Your volunteers, or young'uns, who may not have the “voice” yet?

*Make sure you have policies that spell this out! (More later...)*



Stuff to consider

# Who and when?

Keep in mind that this is an on-demand job, as people can post or reply any time. Have clear guidelines on what is expected of your staff, and post your “hours” on your social media pages.



# How do you choose a platform?

Facebook,  
Twitter,  
Instagram,  
oh my!



# Rule #1: find your peeps

Do some research to find out what the majority of your citizens are already using

- What social media platforms do they use?
- Are they engaging differently on different platforms?
- How do they prefer to receive information from you?

*How to find out: surveys, polls, bill stuffers, etc.*



Social media survey - Acme Re x

https://acmercd.specialdistrict.org/social-media-survey

Apps DD mail DD Inbox Personal DD Stuff Media stock photos STR HubSpot Demo site landing... Zoom Asana STR demo sign up

THIS ITEM APPEARS ON

CONTACT US

## Social media survey

We're interested in knowing what social media platforms you use, and how you'd like to hear from us! Please fill out this brief survey to help us determine the best place for us to post content.

**What social media platforms do you use regularly?** (required)

- Facebook
- Twitter
- Instagram
- YouTube
- LinkedIn
- NextDoor
- Other

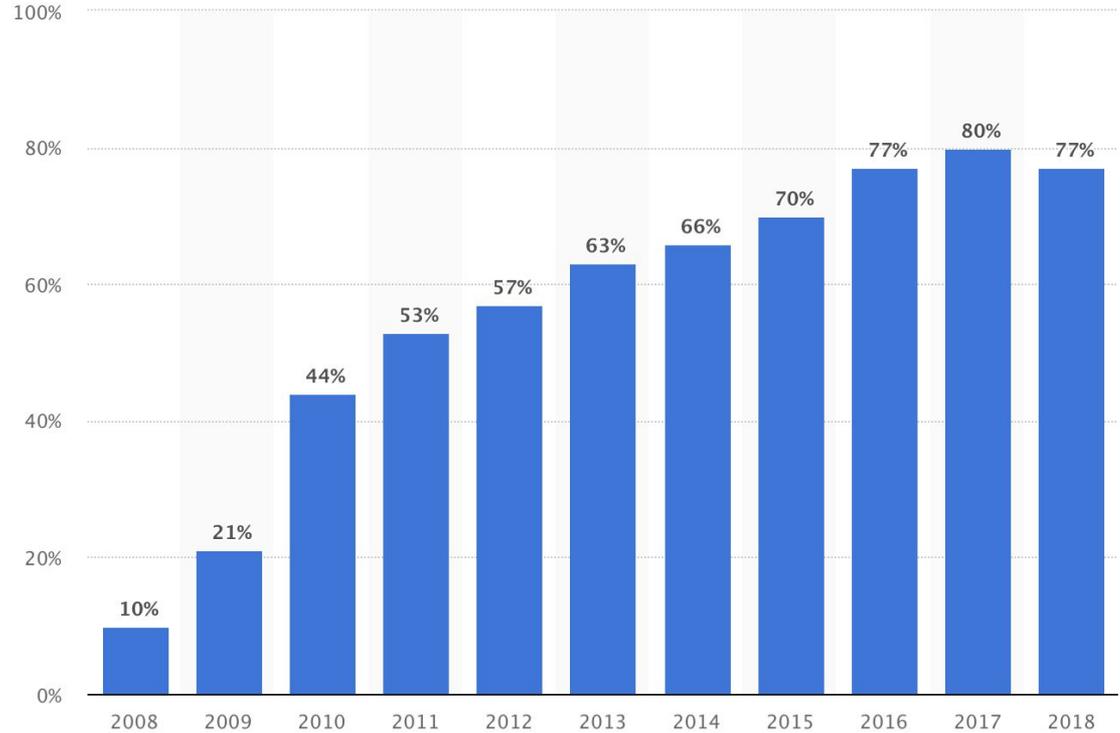
**How would you like to receive information from us?** (required)

- On the social media platforms I use
- Via email
- In a regular newsletter emailed to me
- On your website
- In a mailed newsletter

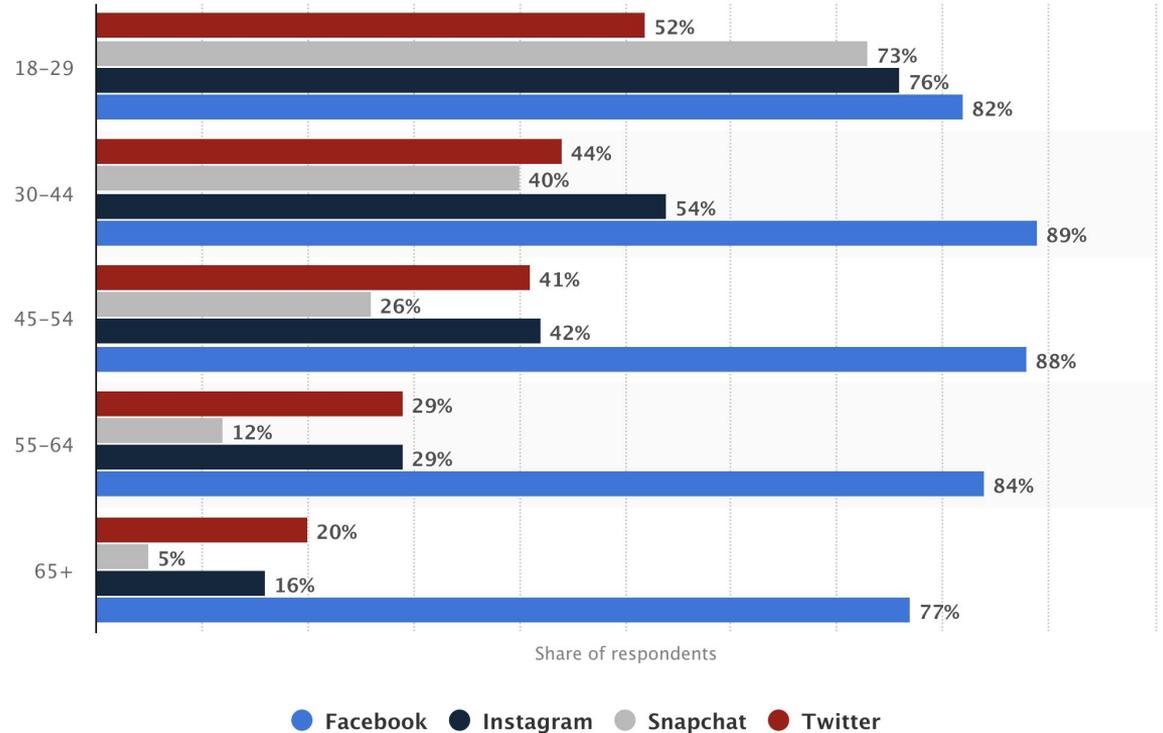
If your website supports adding forms, you could build the survey there, for free.



# % of US population with a social media profile



# US social media users by age and platform



# When things go wrong



(They will go wrong)



# Fails



**DefendedInTheStreets**

@KimaniFilm

Sure thing! MT @NYPDnews: Do you have a photo w/ a member of the NYPD? Tweet us & tag it #myNYPD

[pic.twitter.com/mdWqoHij5](http://pic.twitter.com/mdWqoHij5)

♥ 387 11:22 AM - Apr 22, 2014



💬 1,048 people are talking about this



**NYPD NEWS** ✓

@NYPDnews



Do you have a photo w/ a member of the NYPD? Tweet us & tag it #myNYPD. It may be featured on our Facebook.

[pic.twitter.com/mE2c3oSmm6](http://pic.twitter.com/mE2c3oSmm6)

♥ 210 9:55 AM - Apr 22, 2014



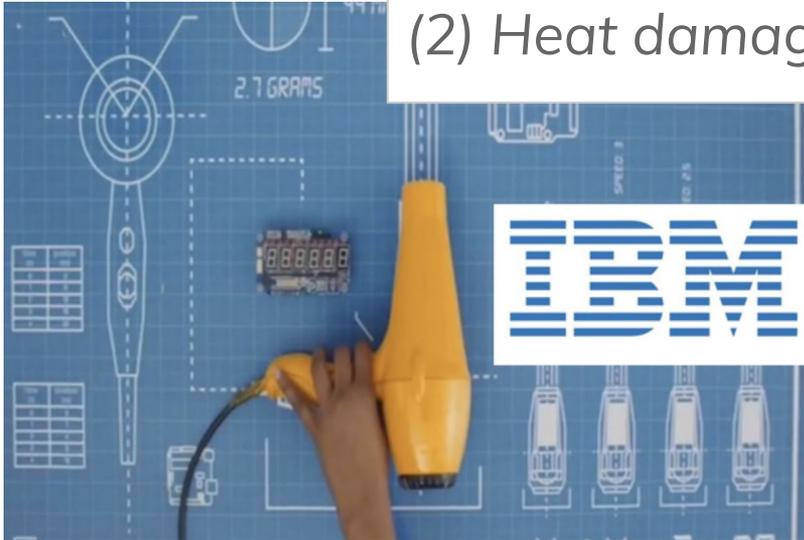
💬 579 people are talking about this



# Fails

IBM's "Hack a Hairdryer" campaign  
(to get more women interested in  
science and tech) backfires:

*@IBM thinks women should #HackAHairDryer.  
(1) I'm too busy working on human space flight, and  
(2) Heat damages my hair.*



# So what do you do?

- If you posted something offensive, apologize. Publicly. And don't be a wimp about it.



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... and ...



# Don't delete

- Don't delete the offending post thinking it will just go away
- If you do need to delete something in accordance with your district's social media policies, **document it**



# Don't hide

When government social media administrators use Facebook's tool to hide a comment, no notification or other indication is sent to the person who posted the comment. The citizen likely has no idea that their comment was hidden.

When hiding comments on Facebook the commenter, and his/her Facebook friends, can still view the comment. Not only this, but they can continue the conversation by replying to the comment, without knowing that the comment is no longer public on your page.

– *govtech.com* article, *The Unseen Consequences of Hiding Social Comments*



# Don't block

A federal judge ruled that President Donald Trump has to stop blocking people on Twitter because it violates the First Amendment.

The president's defense argued that @realDonaldTrump is the president's personal account, which he maintained well before his presidency. However, because the account was registered to "the 45th President of the United States of America," and had been used to conduct official business, those tweets were indeed considered public record. The court ruled that blocking the Twitter users from this account did violate their First Amendment rights.



# So what do you do?

- Use the situation as a learning experience
- Refer to your policies for how to address going forward  
(*Oh wait, you don't have policies?*)



# Legalities

- Without a policy, your district has little recourse
- Social media is not exempt from records requests
- Follow your records retention policies for social\*





**Cover  
your**

Good policies can  
protect your district



**Policies  
really can  
save you.**



# The policies you need



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1. **General:** describing the purpose of the district's social media use, and guidelines for moderation of comments



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# The policies you need

1. **General:** describing the purpose of the district's social media use, and guidelines for moderation of comments
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3. **Internal:** outlining the expectations for use of personal social media while on district time / using district tools



# Takeaways and resources



To help on your  
social media  
journey



# Takeaways

- Think about it / do research before jumping in
- Have a plan, and don't take on too much at once
- Choose the right platform for your needs
- Keep your content brief and to the point (know the intent)
- Have solid policies to follow (CY 🐼), including policies and practices related to records retention



# We'll send resources!

- Recording of this webinar
- Example social media policies
- Links to articles mentioned
- Other great, secret stuff

k, thx



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