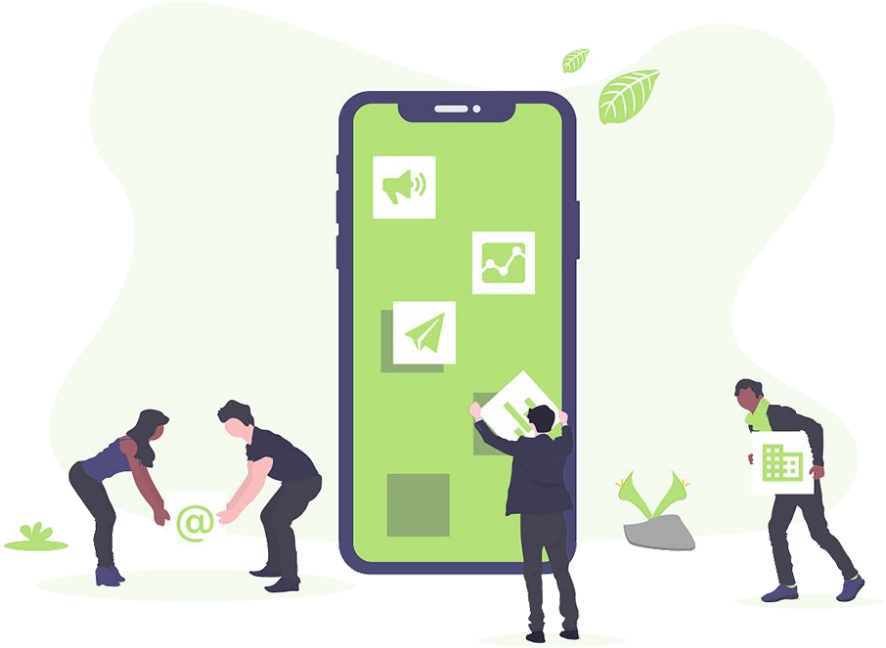
# Special District Socialites

SDAO
SPECIAL DISTRICTS ASSOCIATION OF OREGON

## Part I: Cutting through the noise and building trust



# Webinar Series

STREAMLINE

**Part 1 | Tuesday, May 7, 2024 @ 12pm**
**Cut through the noise and build trust**
**Learn how to combat rumors, and connect with your community on social media.**

Part 2 | Thursday, May 9, 2024 @ 12pm
Turn theory into action
Master our 6 social media best practices for impactful district engagement.

Part 3 | Tuesday, May 14, 2024 @ 12pm
Content to captivate your audience
How to create engaging posts that keep your community informed and involved.

# **Part 1:** Cut through the noise and build trust

1. **Should you engage?**
2. **Where rumors begin**
3. **The science of rumor spreading**
4. **Strategies to combat misinformation on social and your website**
5. **What to do when things go wrong.**
6. **CYA:** policies can help cover your … um … district.
7. **Takeaways**

# Should you engage?

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

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**."

[redacted] County Harbor District

Sloane | Home | Create | 3 | 57

This is the “unofficial” site built by a board member (aka disgruntled surfer elected to the board)

# [redacted] County Harbor District

@[redacted]HarborDistrict

- Home
- Posts
- Reviews
- Photos
- About
- Community
- Info and Ads

Create a Page

Like | Follow | Share | ...

Send Message

## Posts

[redacted] County Harbor District
May 4, 2018 ·

Welcome to the unofficial [redacted] County #HarborDistrict Facebook page, posting news and updates about one of the #BayArea's least understood elected bodies! We are a group of concerned #[redacted]County 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

[redacted] 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 [redacted] 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

DEADSPIN.COM

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

Who posts content reflecting personal views on a regular basis, and even quotes herself.

[redacted] **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!

# 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 | Photos | More

**DO YOU KNOW EYEWATCH?**

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

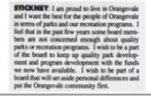
Add Friend

## 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!

Terry Benedict
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...

Terry Benedict
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

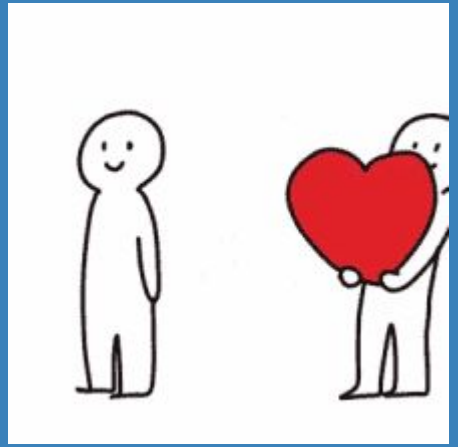
Ask them to come speak to the district directly or to call

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.



Stuff to consider

# Who monitors content?

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

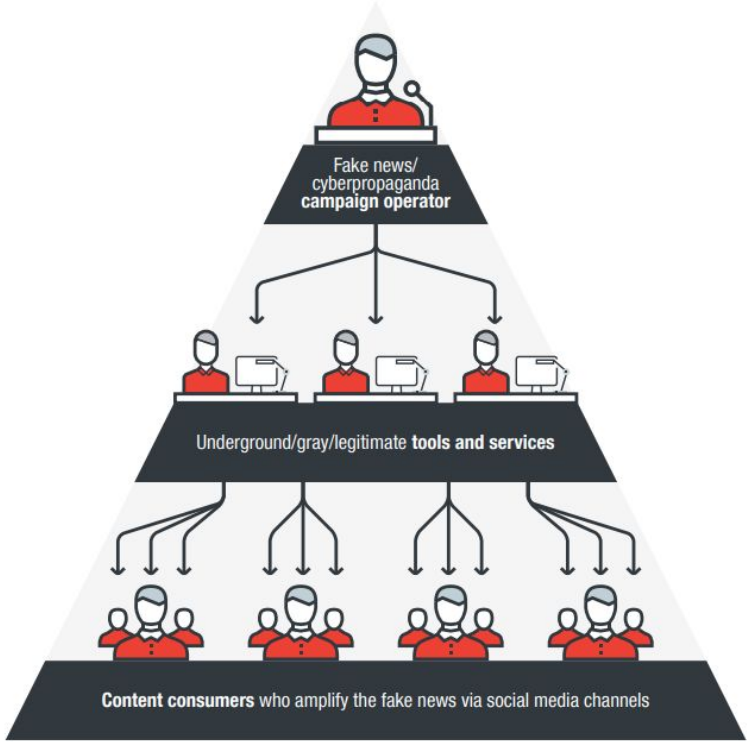
# The Science of Rumor Spreading

Where does this stuff come from?

# How people find rumors

**THE SCIENCE OF WEBSITE RANKINGS**

- Begins with misinformation (via rumors, inaccuracies) or disinformation (via campaign operator)
- People respond to and share the item
- It biases various algorithms to favor it as emerging popular information
- People don't react to things that are obvious or normal



# Is It Fake News?

## WHAT TO CHECK ON A STORY.

### The Source

What's the story's intent? Investigate the site, its mission and its contact info.

### The Author

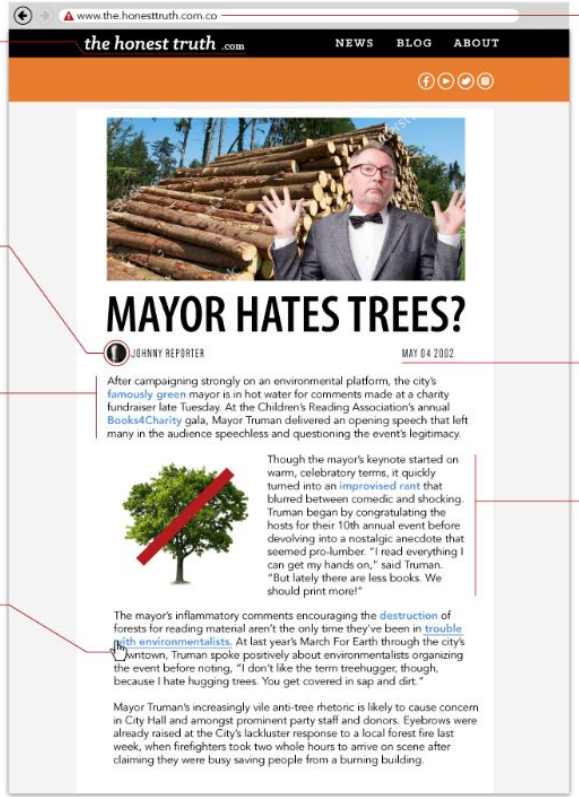
Do a quick search on the author. Are they credible? Are they real?

### The Information

Read past click-baity headlines, note who is (or isn't) quoted, and verify the information on other sites.

### Supporting Sources

Click on the supporting links, and perform reverse searches on images. Are they credible, and do they support the story?




SOURCE International Federation of Library Associations and Institutions, Harvard

### The URL

Be wary of unusual top-level domain names, like ".com.co" that are designed to appear legitimate.

### Your Bias

Who is the intended audience for this story? Consider if your own beliefs could affect your judgement.

### The Date

Reposting old news stories doesn't mean they're relevant to current events.

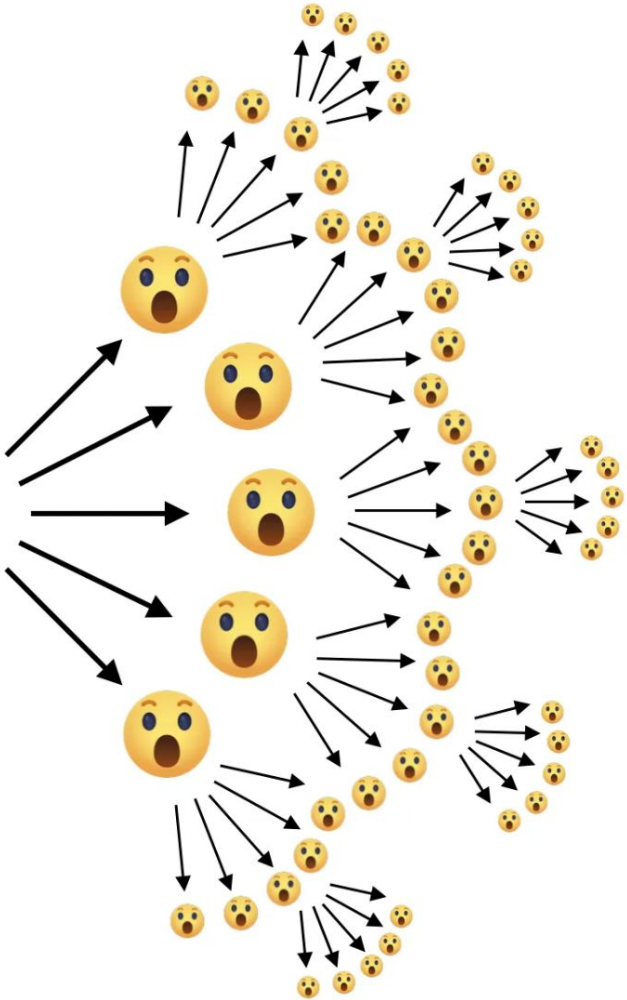
### The Text

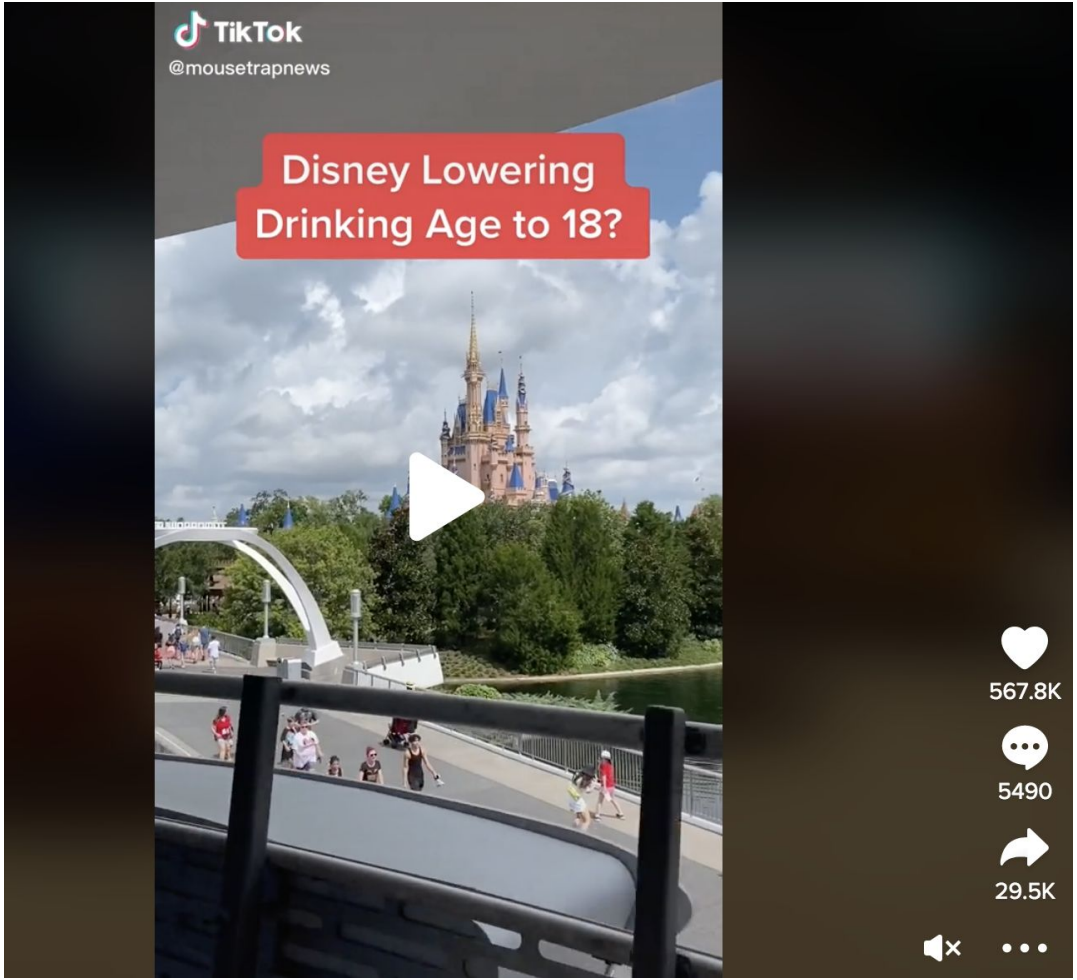
Does the article have spelling errors or dramatic punctuation? Reputable sources have high proofreading and grammatical standards.

### The Experts

Would this story meet academic citation standards? Consult a fact-checking site.

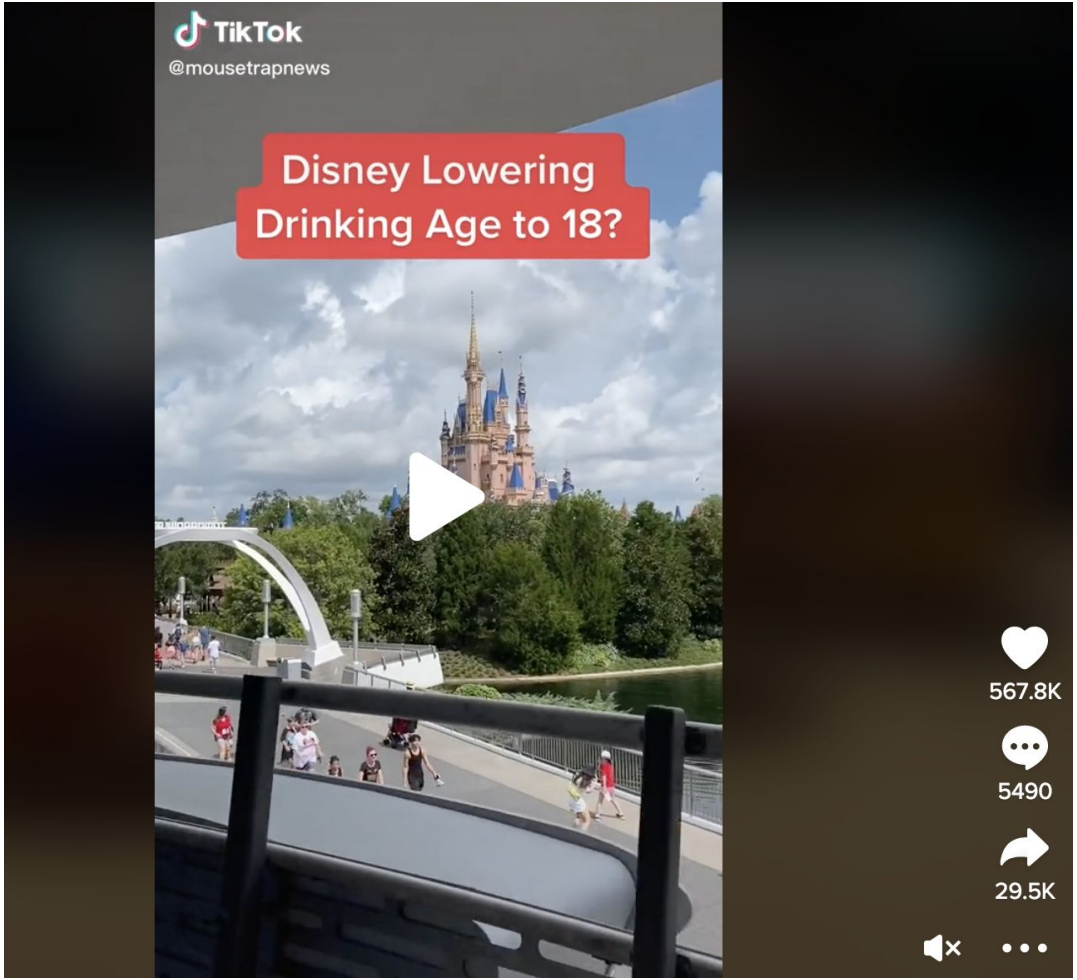
The most important thing is to *consider* the credibility of articles in the first place. People's ability to discern and share real articles over fake nearly tripled after a simple reminder to check accuracy. SOURCE Psychological Science, 2020

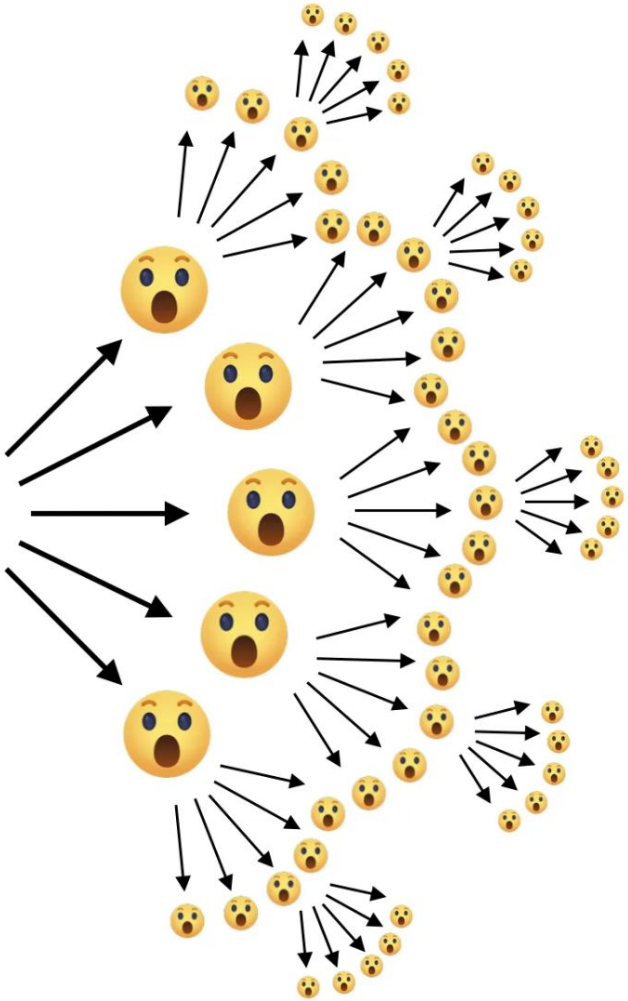


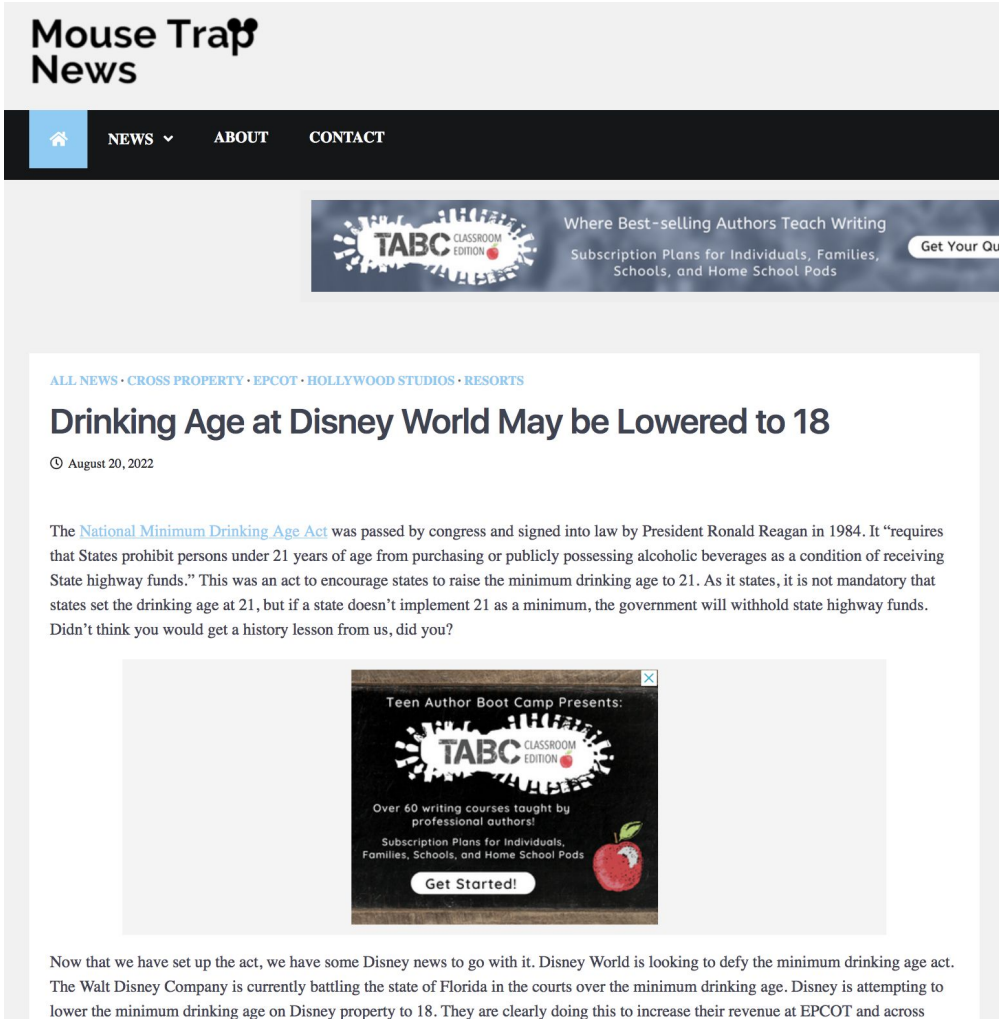



**Reedy Creek Improvement District**

On August 20, 2022, a TikTok video was posted, claiming that Disney World was going to lower the drinking age to 18. It was stated that Disney World was battling the Florida government in court to get a resort exemption, which would allow anyone 18 and older to drink on property. The TikTok video acquired millions of views in just a couple days. This story was also posted on facebook, instagram, and Twitter. Shortly after, the story made it on ABC 10 News.


TikTok
@mousetrapnews
Disney Lowering Drinking Age to 18?
567.8K
5490
29.5K






# Origin: Mouse Trap News

**The Claim: Walt Disney Company was seeking a resort exemption to lower the drinking age to 18 years old, in Disney World, Florida.**

To find the truth about this story, we will use Michael Caufield's **Four Moves and a Habit.**

**1. Check for previous work:** For this case, we looked up this claim on *Snopes (*fact checking resource*).* They published an article on the story and labeled it as fake news satire. It was also aired on ABC 10 News, on their *fact or fiction* segment, where it was determined to be fiction. here.

**2. Go upstream to the source:** The TikTok video originally came from an article published by the same TikTok user, @mousetrapnews. They have their own webpage dedicated to news stories about disneyland parks.

**3. Read laterally:** Upon further exploration of the site itself, their *About* page actually bluntly admits that they only write fake stories about Disney Parks (see picture below).

**4. Circle back:** If we go back to the main article explaining the story, it reads in the description an explanation of the National Minimum Drinking Age Act passed by congress and signed into law by President Reagan. Learn more (CWU.edu)

Mouse Trap News

NEWS ABOUT CONTACT

MIKIMOTO
Shop Now
Timeless elegance

Home / About

# About

We write fake stories about Disney Parks stuff.

What is Mouse Trap News?

Mouse Trap News is the world's best satire site. We write fake stories about Disney Parks stuff. From Disney Park announcements to Disney Hotel and resort news to made-up Disney partnerships, you can be assured that anything you read here is not true, real, or accurate, but it is fun. So technically our slogan *The Moused Trusted Name in Disney News* isn't true, but we thought it was creative and funny, so we are running with it.

Mouse Trap News was created on a whim to have some fun and write stories about Disney we wish were true. Some Disney sites write deceptive stories for clicks. We write 100% made-up stories for your enjoyment. We also hope that Disney sees how much people like some of our stories and decide to actually make one of our stories a reality!

While you read our articles, be sure to keep your hands, arms, feet, and legs inside the vehicle at all times, and remember these are strictly fictional for your enjoyment. Please share any articles you enjoy reading with your Disney friends and on social media to help us grow and continue to put out fun articles

LIKE US ON FACEBOOK

News

# Study: 70% of Facebook users only read the headline of science stories before commenting

By SP Team on March 5, 2018

NEW YORK, NY – A recent study showed that 70% of people actually never read more than the headline of a science article before commenting and sharing. Most simply see a headline they like and click share and make a comment.

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digitaldeployment.com/fb-messenger-location-privacy

DIGITAL DEPLOYMENT

Article // January 5, 2015 // Mac Clemmens

# Facebook's chat now reveals your exact location—and why that's a problem

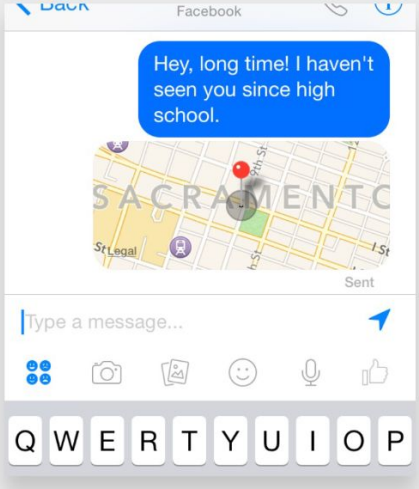
**Update: Facebook changed the way this feature worked shortly after releasing it, and no longer reveals one's exact location.**

Facebook messenger now shows exact location of every chat message. Just click on a previous chat bubble and, if location was enabled, a map appears.

#privacyfail? Perhaps, and here's why:

**Reason 1: It used to just show city. Now it shows full location, retroactively.**

When the location feature was introduced in chats, it showed the city where the chat originated. Like most people, I thought it just showed city, essentially "blurring" my exact location. Facebook, however, was storing the exact location, and now it has decided to include it in all previous chats. Fortunately, it's not a problem for me. But imagine, if someone was telling their ex, "I just need a break right now." and thought they were sending their city (and had all but forgotten about the seemingly innocuous feature) and now have




An example of the maps that can be displayed on previous chats by clicking on the chat bubble. It is possible to obtain driving directions as well.

https://www.instagram.com/digitaldeployment/

## Related Profiles

**Mac Clemmens**

Founder/Advisor

**Takeaway:** publish fake news to drive traffic to your website and social media!

**Takeaway:** ~~publish fake news to drive traffic to your website and social media!~~

Just kidding!

# The Science of (Dis)agreement

Which can look a lot like engagement!

# The science of agreement

**MOST PEOPLE RESPOND TO THINGS THAT SHOW UP ON THEIR FEED**

- Things that resonate emotionally and people share from a place of genuinely wanting to be helpful

Kerrville firefighter becomes our first living liver donor in 2020 to save retired officer he had never met... until now! It all began when Blair and h...

Like Comment Share 543 · 63 comments · 45K views

# The science of (dis)agreement

**MOST PEOPLE RESPOND TO THINGS THAT SHOW UP ON THEIR FEED**

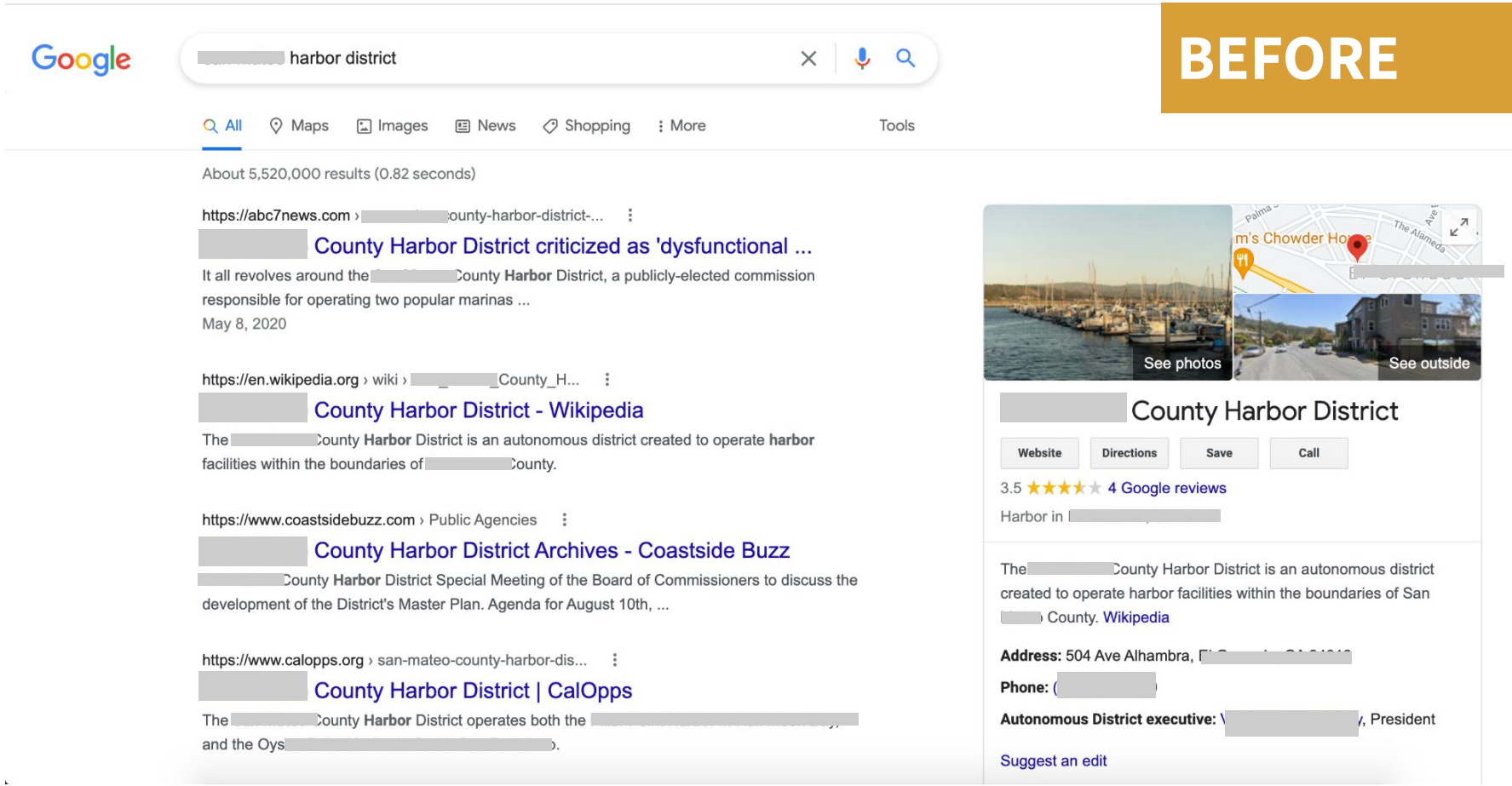
- Things that resonate emotionally and people share from a place of genuinely wanting to be helpful
- Also: things that cause disagreement generate more comments, likes, and shares

# The science of (dis)agreement

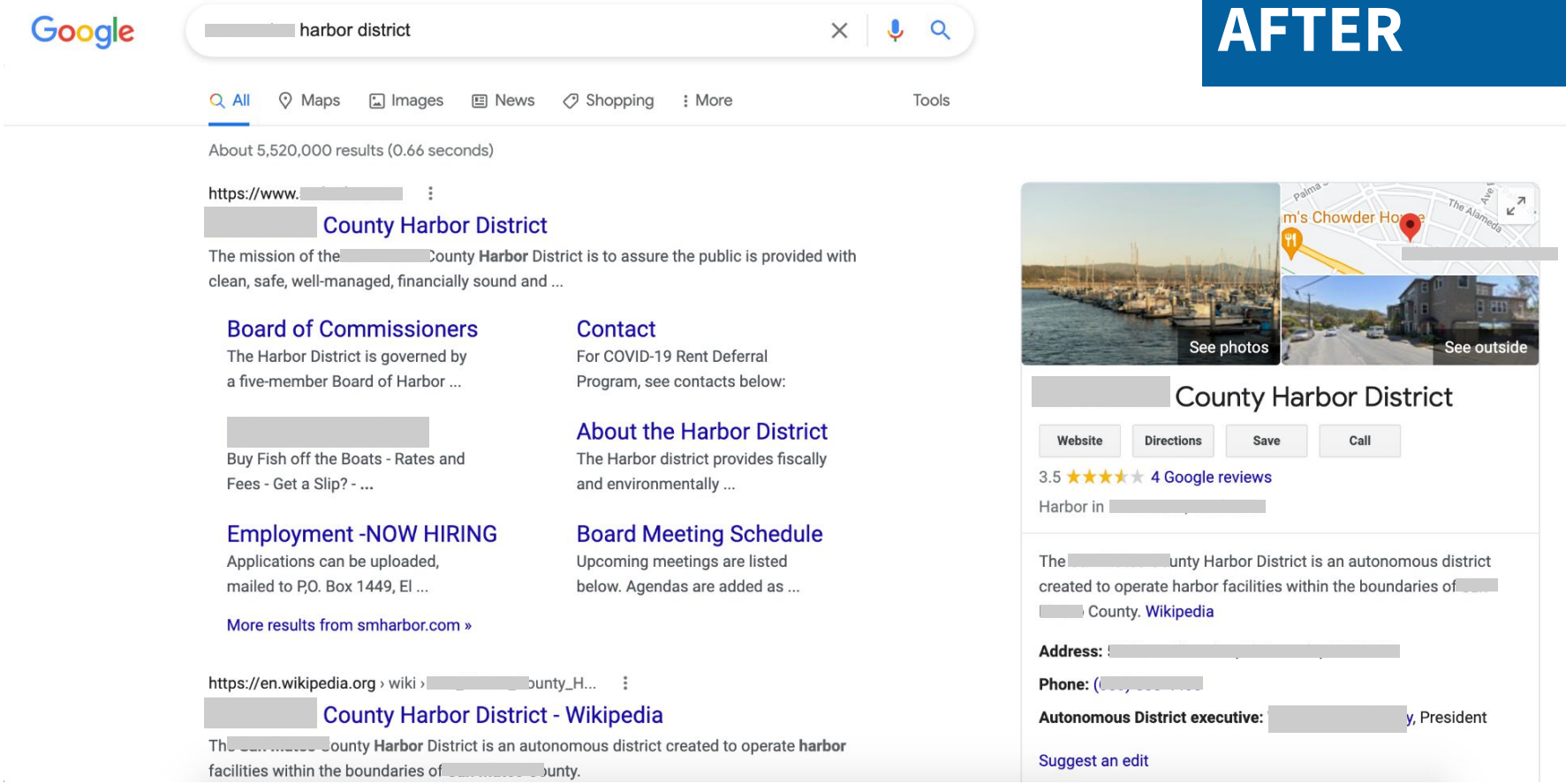
# How to combat those pesky rumors

Search Engine Optimization (SEO) is your secret weapon!

# BEFORE


Google
harbor district
All
Maps
Images
News
Shopping
More
Tools
About 5,520,000 results (0.82 seconds)
https://abc7news.com › ounty-harbor-district-...
County Harbor District criticized as 'dysfunctional ...
It all revolves around the County Harbor District, a publicly-elected commission responsible for operating two popular marinas ...
May 8, 2020
https://en.wikipedia.org › wiki › _County_H...
County Harbor District - Wikipedia
The County Harbor District is an autonomous district created to operate harbor facilities within the boundaries of County.
https://www.coastsidebuzz.com › Public Agencies
County Harbor District Archives - Coastside Buzz
County Harbor District Special Meeting of the Board of Commissioners to discuss the development of the District's Master Plan. Agenda for August 10th, ...
https://www.calopps.org › san-mateo-county-harbor-dis...
County Harbor District | CalOpps
The County Harbor District operates both the
and the Oys
See photos
See outside
County Harbor District
Website
Directions
Save
Call
3.5
4 Google reviews
Harbor in
The County Harbor District is an autonomous district created to operate harbor facilities within the boundaries of San County. Wikipedia
Address: 504 Ave Alhambra,
Phone:
Autonomous District executive:
, President
Suggest an edit

# AFTER


Google
harbor district
All
Maps
Images
News
Shopping
More
Tools
About 5,520,000 results (0.66 seconds)
https://www.
County Harbor District
The mission of the County Harbor District is to assure the public is provided with clean, safe, well-managed, financially sound and ...
Board of Commissioners
The Harbor District is governed by a five-member Board of Harbor ...
Contact
For COVID-19 Rent Deferral Program, see contacts below:
Buy Fish off the Boats - Rates and Fees - Get a Slip? - ...
About the Harbor District
The Harbor district provides fiscally and environmentally ...
Employment -NOW HIRING
Applications can be uploaded, mailed to P.O. Box 1449, El ...
Board Meeting Schedule
Upcoming meetings are listed below. Agendas are added as ...
More results from smharbor.com »
https://en.wikipedia.org › wiki ›
County Harbor District - Wikipedia
County Harbor District is an autonomous district created to operate harbor facilities within the boundaries of
See photos
See outside
County Harbor District
Website
Directions
Save
Call
3.5
4 Google reviews
Harbor in
The unty Harbor District is an autonomous district created to operate harbor facilities within the boundaries of
County. Wikipedia
Address:
Phone:
Autonomous District executive:
, President
Suggest an edit

Marion County Public Schools
"Helping Every Student Succeed"

https://www.marionschools.net/rumor

# Rumor Versus Fact - Uncovering the Real Story

**RUMOR**: A story or statement talked of as news without any proof of truth.
**FACT**: Something objectively verified with real, demonstrable evidence.

| RUMOR | FACT |
|---|---|
| Marion County Public Schools hides public records, restricting access and denying the public guaranteed rights. | Marion County Public Schools prides itself on its open records policy, abiding fully with Florida State Statutes 119. In fact, an online non-profit watchdog group for open government records gave the district an "A" and a "Sunny Award" four years running for having one of the most transparent government websites in the Nation. Only 12 out of Florida's 74 school districts earned an "A" in 2013, the last year this organization awarded such grades for transparency. |
| Marion County Public Schools does not fully disclose its financial records. | Marion County Public Schools' Business Services/Finance Operation has earned the highest award possible for general accountability *19 years in a row* from the Government Finance Officers Association. |

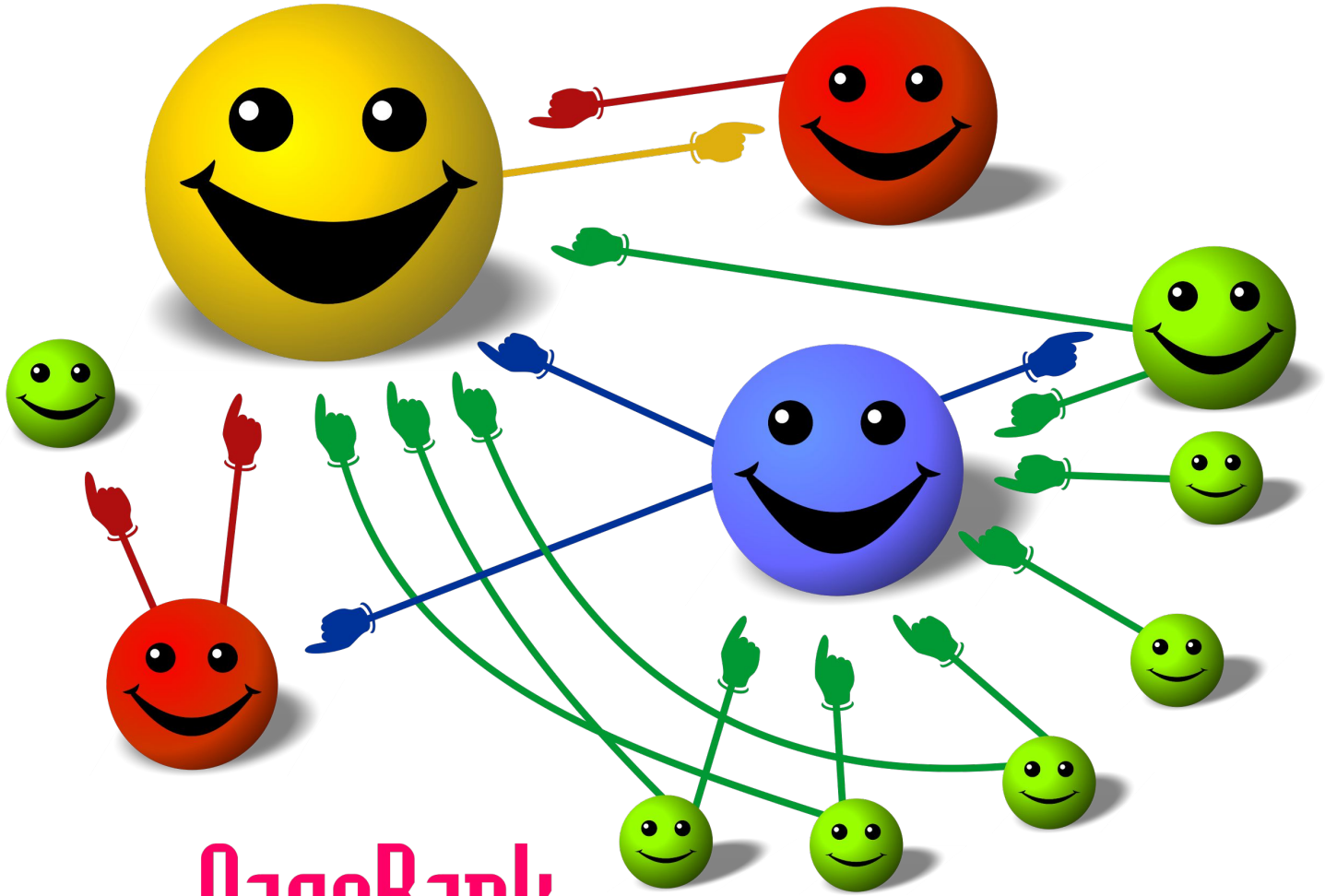
# How ranking works

## THE SCIENCE OF WEBSITE RANKINGS

- Inbound links (credibility)
- Quality of content (appropriate keywords, natural language)
- Accessibility of content (ADA)
- Other factors in your handout
    - Technical things like website loading speed

## THE SCIENCE OF SOCIAL RANKINGS

- Quality and quantity of shares
- Quality of content (appropriate keywords, natural language) as measured by engagement



PageRank

# Steps to put your content first

Search Engine Optimization (SEO) is your secret weapon!

# Step 1: SEO

## ON YOUR WEBSITE: BOOST SEO

- Get a .gov, if you can (free!)
- Page rank
- Website loading speed
- Mobile-friendly
- Security
- ADA accessibility
- Standards compliance

See the SEO checklist in the session notes

**Website SEO Analysis 7-Point Self-Check**

*Provided by Mac Clemmens and Maria Lara, Streamline*

| Checkpoint | Rating | Notes |
|---|---|---|
| **Get a .gov**<br>It's the easiest way to rank #1, and it's free! All special districts qualify. | ☐ .gov? | https://support.getstreamline.com/obtaining-a-.gov-domain<br><br>You can still keep your old domain and redirect existing traffic. |
| **PageRank / Domain Authority (DA)**<br>What is your site's overall ranking?<br>This indicates how important Google thinks your site content is. The higher the ranking, the more likely your organization's pages are to appear in search results. (Note: PageRank is now hidden by Google, but Moz has developed another great tool that rates Domain Authority.) | ☐ out of 100 | 10: You're getting started<br>20: Good for a small, local district<br>30: Normal for organization w/statewide reach<br>40: Good for a national organization<br>50: Great for any organization<br>90: ca.gov, stanford.edu, nytimes.com<br><br>See your DA score at moz.com/researchtools/ose/ |
| **Website Speed**<br>Do components load quickly? Is the overall page load time reasonable? Are CDNs, compression, and techniques such as JS/CSS aggregation being used? | ☐ seconds | For a comprehensive test, you may visit testmysite.withgoogle.com or webpagetest.org.<br>Speed is now a factor that affects search ranking.<br>< 8s on 3G is OK |
| **Mobile-Readiness**<br>Does the site offer an effective mobile experience? Does the site have a responsive design that works well at all resolutions? Are key features and functionality viable on a small screen? | ☐ Passed? | You can run the mobile-readiness test at:<br>google.com/webmasters/tools/mobile-friendly<br><br>Google now penalizes sites that are not mobile friendly in mobile search results. |
| **Secure Site (HTTPS / SSL / TLS)**<br>Is your site secure? Are you using modern encryption to ensure that your pages are not being modified in transit? Are you protecting the privacy of your visitors? | ☐ Secure? | A quick check in the browser will reveal if visitors are required to use https to connect to your site. If you only have http://, your site is not secure.<br>Secure https:// |
| **Analytics and Continuous Improvement**<br>Have you installed Google analytics? What other systems monitor popular content, implement A/B testing, or improve overall site performance and user engagement? | ☐ Installed? | You can check if Google Analytics is installed by using the scanner at builtwith.com. |
| **Cross-Browser, Accessibility and Standards Compliance**<br>Does the site meet WC3 web standards and Section 508 compliance for users with disabilities? Is the site implemented using clear and modern coding standards? Does the site work on older browsers and/or degrade gracefully? | ☐ Lighthouse Score | Ideally, you won't have errors, but don't worry if you get a few. There are different levels and tests. The three you are interested in are below. You can use Lighthouse at digitaldeployment.com/adascan (1), achecker.ca (1) and validator.w3.org (2):<br>1. WCAG 2.1 AA — New legal standard (covers Section 508)<br>2. WC3 — Helps with SEO |

**getstreamline.com/seo**

# Step 2: Use Content Strategies

**ON YOUR WEBSITE: CONTENT STRATEGIES**

- Write great, keyword-rich content (consider topic pages)
- Use important keywords in your URL or page address
  *(For example https://www.ourdistrict.org/**truth-about-public-records**)*
- Use important keywords in your content and page titles
  *(For example **Our District Name Facts About Public Records Requests**)*
- Think like your visitors!

Sometimes you have to guess … but if you already have fake news out there, co-opt their language

**Marion County Public Schools**
"Helping Every Student Succeed"

https://www.marionschools.net/rumor

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# Step 3: Targeted Keywords

**ON YOUR WEBSITE and SOCIAL MEDIA: HOW TO DO KEYWORD RESEARCH**

- Make a list of important, relevant **topics** based on what you know about your district, or what people might be saying (or might say in the future) about your district
  - For example, “water supply” “water treatment” “rates” etc.
  - Try to avoid jargon
- Fill in those topic buckets with keywords and key phrases
  - For example: “water rates Acmeville” “are water rates raising in Acmeville?” “water supply” *
- Keep user intent in mind
  - It's more important that your web page addresses the **problem a searcher intended to solve** than simply carries the keyword the searcher used*

*use both simple keywords (rate increase) and sentences (are rates increasing in [my community])

# Step 3: Targeted Keywords

**ON YOUR WEBSITE and SOCIAL MEDIA: HOW TO DO KEYWORD RESEARCH**

- Research related search terms
    - Go to Google.com and plug in the keywords and phrases you think are relevant, and see what suggestions show up in the auto-populated drop down menu
- Use keyword research tools
    - Tools such as Ahrefs, SEMrush, Ubersuggest, Google Keyword Planner can help you come up with more ideas based on **exact match** and **phrase match** keywords/phrases

*again, use both simple keywords (rate increase) and sentences (are rates increasing in [my community])

| Keyword (by relevance) | Avg. monthly searches | Competition | Ad impression share | Top of page bid (low range) | Top of page bid (high range) |
|---|---|---|---|---|---|
| Keywords you provided | | | | | |
| vector control | 1K – 10K | Low | – | $2.84 | $6.95 |
| Keyword ideas | | | | | |
| mosquito abatement | 1K – 10K | High | – | $3.58 | $15.00 |
| mosquito vector | 100 – 1K | Low | – | $1.47 | $7.77 |
| integrated vector management | 10 – 100 | Low | – | – | – |
| vector pest control | 100 – 1K | Medium | – | $4.00 | $14.83 |
| pest control for mosquitoes | 1K – 10K | High | – | $7.78 | $29.41 |
| integrated vector control | 10 – 100 | Low | – | – | – |
| control of mosquito | 10K – 100K | High | – | $4.42 | $20.61 |
| chemical control of mosquitoes | 100 – 1K | High | – | $1.13 | $10.47 |
| mosquito vector control | 100 – 1K | Medium | – | $3.39 | $10.60 |

# Step 4: Build Credibility

**ON YOUR SOCIAL: GET REPOSTS, SHARES, LIKES, COLLABORATIONS**

- Ask your partners (particularly those with followers who overlap with yours) to like, repost, share, retweet, or even collaborate on important posts to widen visibility
- Getting shared by a verified source can 5x your reach

# Step 4: Build Credibility

**ON YOUR WEBSITE: GET INBOUND LINKS**

- Ask your partners (particularly those with a high Domain Authority [DA] score) to link to your important pages. Remember to supply them with the keywords you'd like them to use when linking.
- Post your content to social media, encourage sharing.
- *Hey [local paper],*

  *In the article you published yesterday, would you link "Mosquito Abatement Safety" in the second paragraph to our URL on our site? If not, would you consider adding us at the end as a related resource? We're combating some misinformation about local spraying. Thank you so much for the coverage of this important issue!*

# A few final thoughts

## THE SCIENCE OF SOCIAL MEDIA ALGORITHMS

- Social media algorithms are a way of sorting posts in a user's feed based on "relevancy" instead of publish time.
- Supposedly, social networks prioritize which content a user sees in their feed first by the likelihood that they'll actually want to see it.
- Before the switch to algorithms, most social media feeds displayed posts in reverse chronological order.
    - On Facebook and X there is still an option to set your feed to chronological order, or most recent

# When things go wrong

(They will go wrong)

# Fails

**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

♡ 210 9:55 AM - Apr 22, 2014

579 people are talking about this

**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/mdWqoHiij5

♡ 387 11:22 AM - Apr 22, 2014

1,048 people are talking about this

# So what do you do?

- If you posted something offensive, apologize. Publicly. And don’t be tentative about it.

# So what do you do?

- If you posted something offensive, apologize. Publicly. And don’t be tentative about it.

... 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.

The real trouble in hiding comments on Facebook is that the commenter, and his or 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

CLOUD & COMPUTING

## Public Officials Can't Block Twitter Accounts (Contributed)

The courts have ruled that access to a public figure's social media is a constitutional right. So, why is this mayor blocking me from his Twitter account?

September 20, 2018 • Lindsay Crudele

**Most Read**

Albany State University Wins $3M for Broadband, IT Staffing

Washington State Pulls from Media Industry for Newest CISO

# Contact FB Gov Affairs

- Get help from a human!
- Get a .gov domain
- https://www.facebook.com/gpa/help

# 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

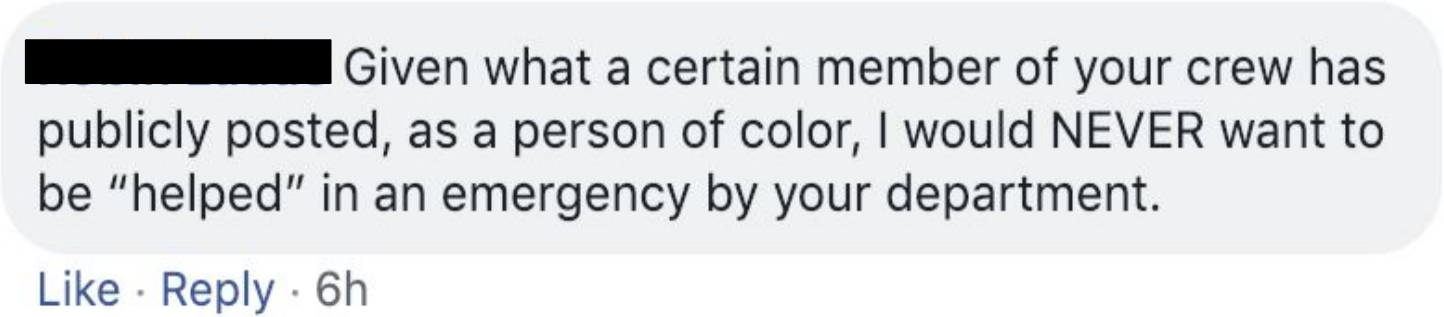
# The policies you need

1. **General:** describing the purpose of the district's social media use, and guidelines for moderation of comments
2. **Posting and interacting:** who has the authority to post on behalf of the district, and guidance to how staff can interact with comments and other posts by citizens
3. **Internal:** outlining the expectations for use of personal social media while on district time / using district tools

# There’s a policy for that...

# Creating a rogue social media page using district logo and name without permission

## Posting offensive personal opinions while clearly an employee, or on district time



# Deleting “offensive” comments

LOCAL

## Indianapolis suburb sued over deleted social media comments

**Staff reports** South Bend Tribune

Published 2:45 p.m. ET July 7, 2016

"When a government entity opens up a space for public comment, it cannot regulate those comments based upon someone's viewpoint"

# Where Most Government Social Media Policies Fall Short

“Your agency isn’t just implementing a social media policy to legally cover your butt — it is important that employees and citizens actually understand it.”

–GovGirl

# Takeaways and resources

To help on your social media journey

# Things you can do today

1. Check for any current pages or profiles that may be using your district name
2. Claim or create pages/profiles
3. Add your district logo to the profile
4. Add a link to your district website in the bio & vice-versa
5. Get a .gov and get verified on social media
6. Explore search engine optimization techniques

# Resources

Visit [getstreamline.com/social](getstreamline.com/social)

- Example social media policies
- Links to articles mentioned
- Other great, secret stuff

www.getstreamline.com

Download example policies and other materials and articles

Mac Clemmens
mac@getstreamline.com

# Thank you!

info@getstreamline.com
www.getstreamline.com

# Week 2

# Special District Socialites

# Webinar Series

SDAO
SPECIAL DISTRICTS ASSOCIATION OF OREGON

Part 1 | Tuesday, May 7, 2024 @ 12pm
Cut through the noise and build trust
Learn how to combat rumors, and connect with your community on social media.

**Part 2 | Thursday, May 9, 2024 @ 12pm**
**Turn theory into action**
**Master our 6 social media best practices for impactful district engagement.**

Part 3 | Tuesday, May 14, 2024 @ 12pm
Content to captivate your audience
How to create engaging posts that keep your community informed and involved.

# **Week 2:** Master our 6 social media best practices

1. **Who:** Getting the right people involved
2. **What:** Content best practices
3. **When:** The science of timing - and not overdoing it
4. **Where**: Find your peeps, understanding
5. **How:** Know how to use each and some awesome new tools
6. **Why:** The most important, and our focus for next week

Stuff to consider

# Who writes content?

**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?

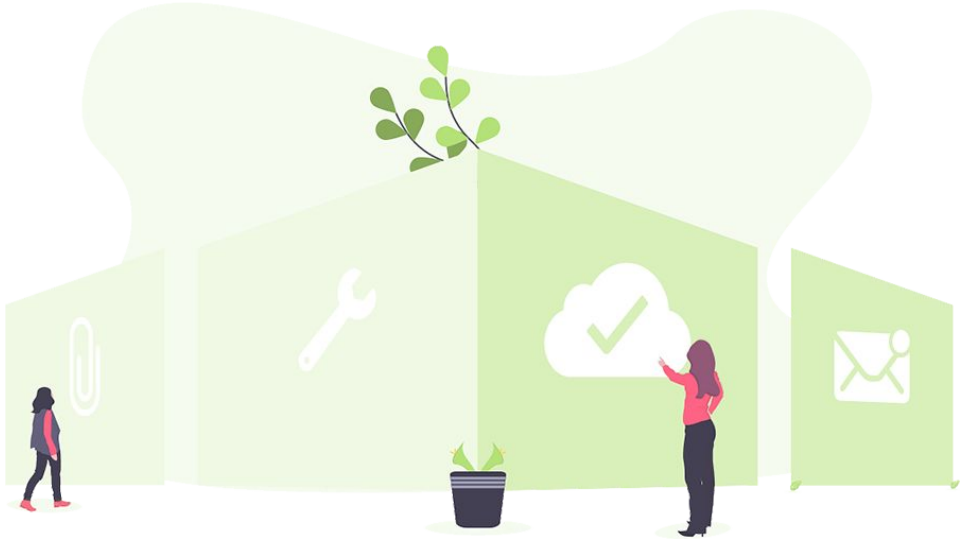
***Make sure you have policies that spell this out! (More later...)***

# What should you write/create?

Content and delivery guidelines

# Have a plan

Your plan should address which platform, how often to post, and how to interact with the public in various situations (more on this in a bit).



# Don’t overdo it

You shouldn’t post the same content, in the same way, to multiple platforms repeatedly, so choose a platform to start

- Based upon what has the best features for your needs
- And on how much time staff has to update … and monitor / reply

# Have a schedule

If you're short staffed, keeping social media up to date can be a challenge

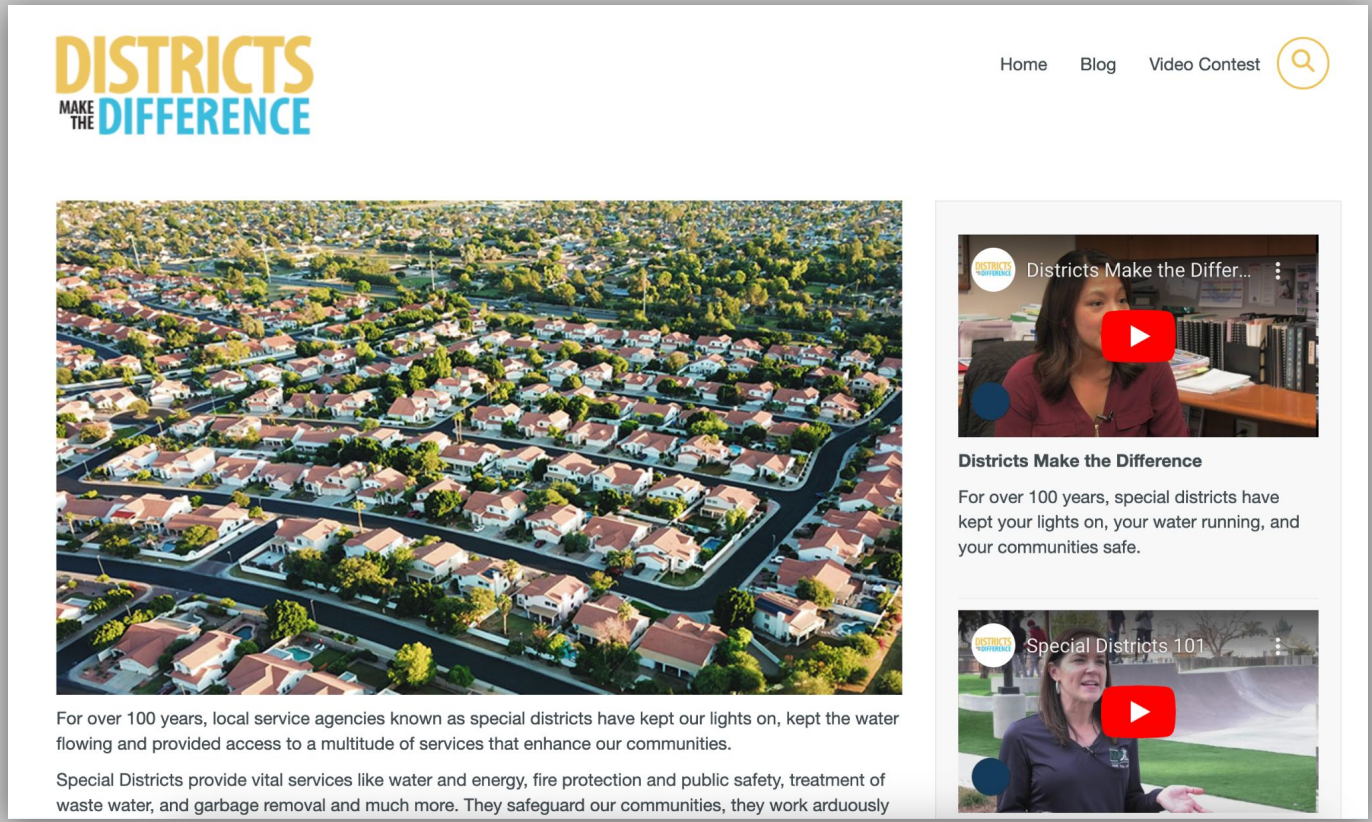
- Create a content schedule and clear time for staff to focus on it when appropriate
- Have a content plan - don't post junk, just because the schedule says it's time
- Pull from or involve other great resources, like Districts Make the Difference

Instagram
@LocalDistricts

Facebook
@LocalDistricts

X / Twitter
@LocalDistricts

YouTube
@DistrictsMakeTheDifference



# It’s OK to skip the schedule sometimes

When something unscheduled happens - an outage, park closure, wildland fire, etc - post to social media immediately when possible

- For emergency related content, make sure you have clear guidelines on how much to post, and when

# Where: platform should you use?

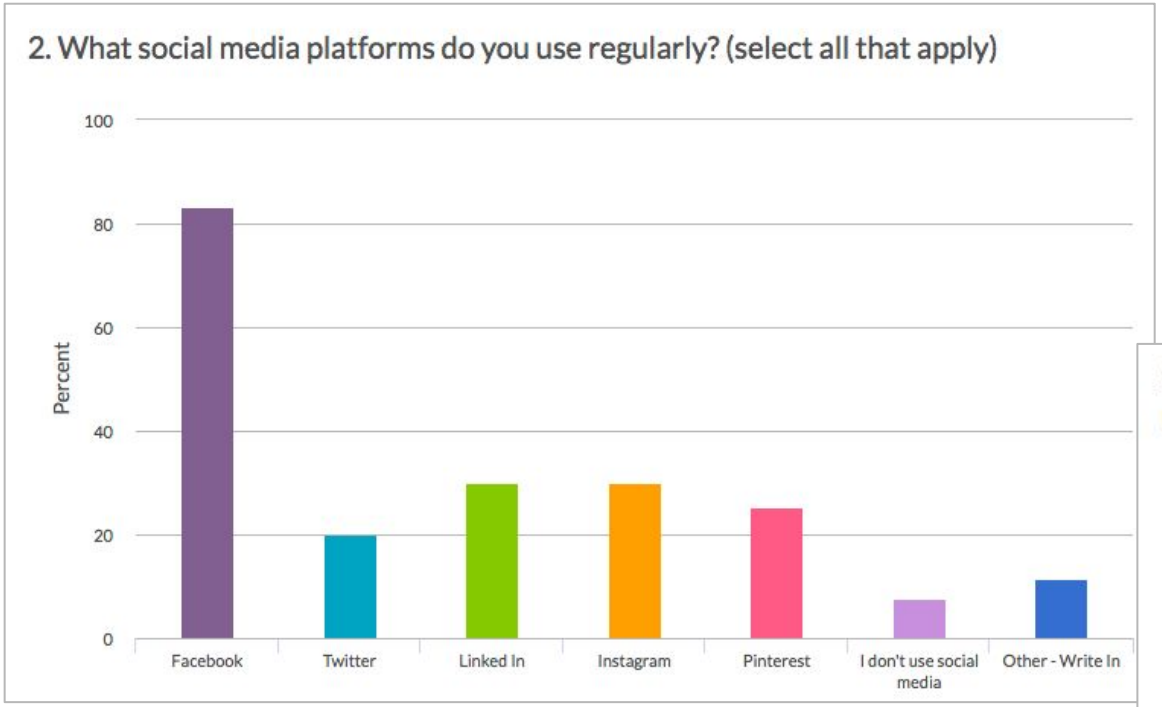
Facebook,
X,
Instagram,
oh my!

# Finding 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.*

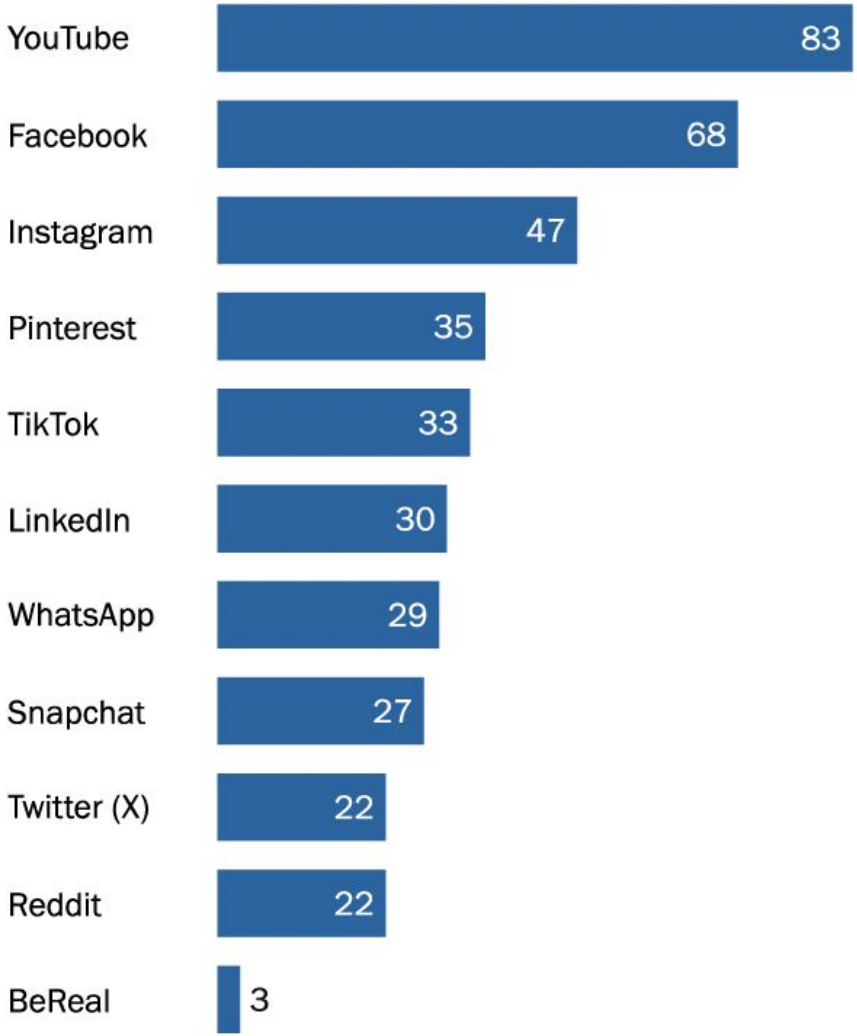



surveygizmo

2. What social media platforms do you use regularly? (select all that apply)

- [ ] Facebook
- [ ] Twitter
- [ ] Linked In
- [ ] Instagram
- [ ] Pinterest
- [ ] I don't use social media
- [ ] Other - Write In

# Quiz: Most popular social media platform?

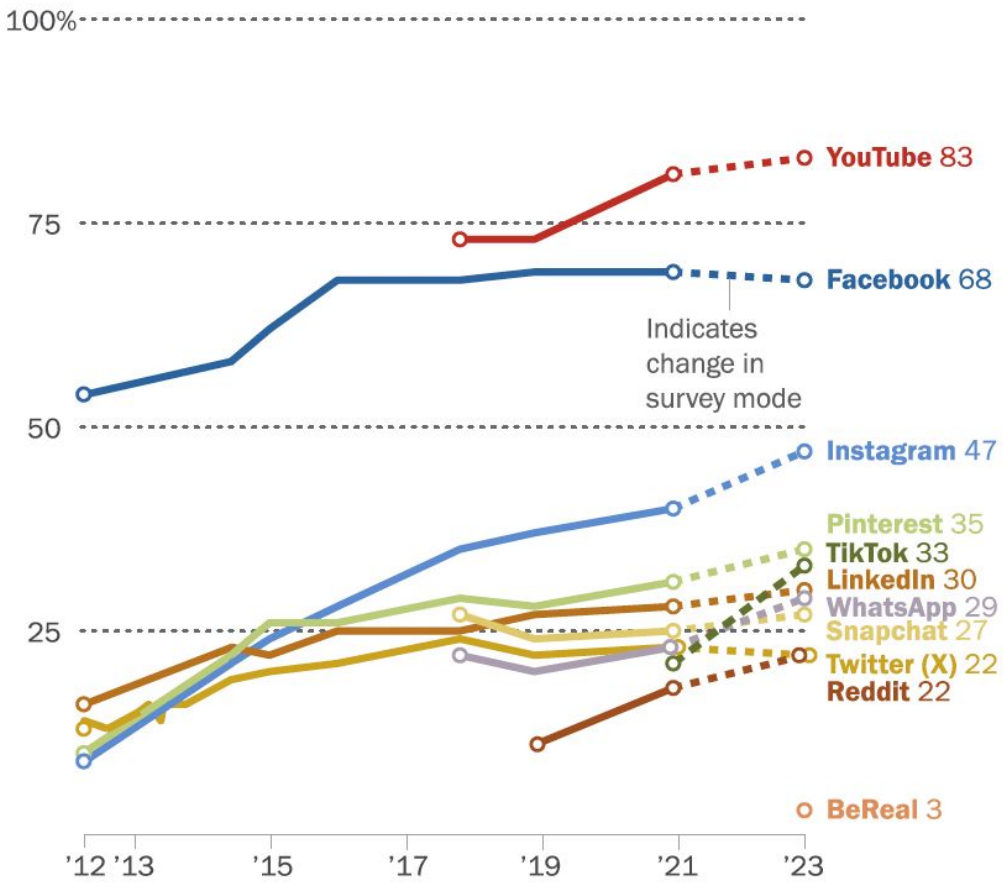



## Most U.S. adults use YouTube and Facebook; about half use Instagram

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

Note: Respondents who did not give an answer are not shown.
Source: Survey of U.S. adults conducted May 19-Sept. 5, 2023.
"Americans' Social Media Use"

**PEW RESEARCH CENTER**

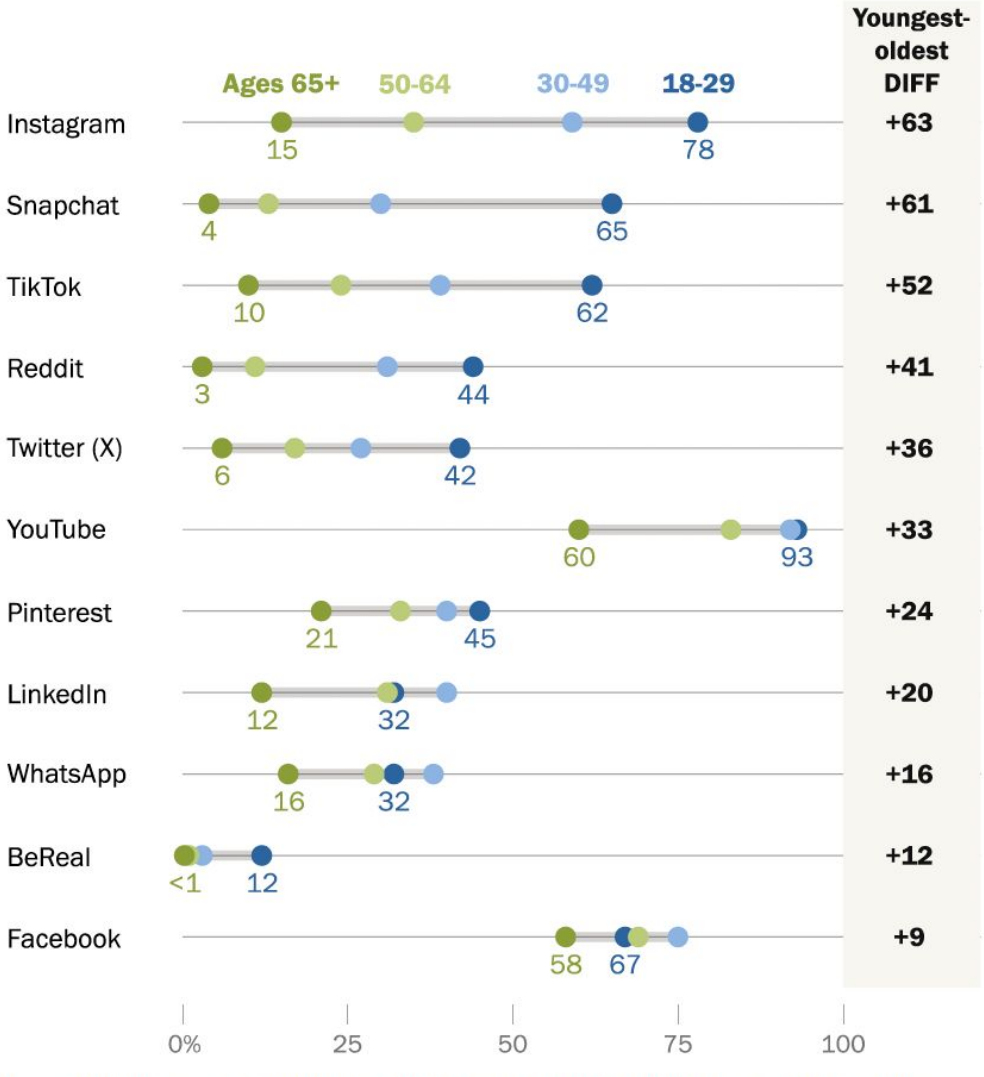



## A third of U.S. adults say they use TikTok, up from 21% in 2021

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

Note: Dotted line indicates a change in mode. Polls from 2000-2021 were conducted via phone. In 2023, the poll was conducted via web and mail. Refer to the topline for more information on how question wording varied over the years. Pre-2018 data is not available for YouTube, Snapchat or WhatsApp; pre-2019 data is not available for Reddit; pre-2021 data is not available for TikTok; pre-2023 data is not available for BeReal. Respondents who did not give an answer are not shown.
Source: Survey of U.S. adults conducted May 19-Sept. 5, 2023.
"Americans' Social Media Use"

**PEW RESEARCH CENTER**




## The youngest U.S. adults are far more likely to use Instagram, Snapchat and TikTok; age differences are less pronounced for Facebook

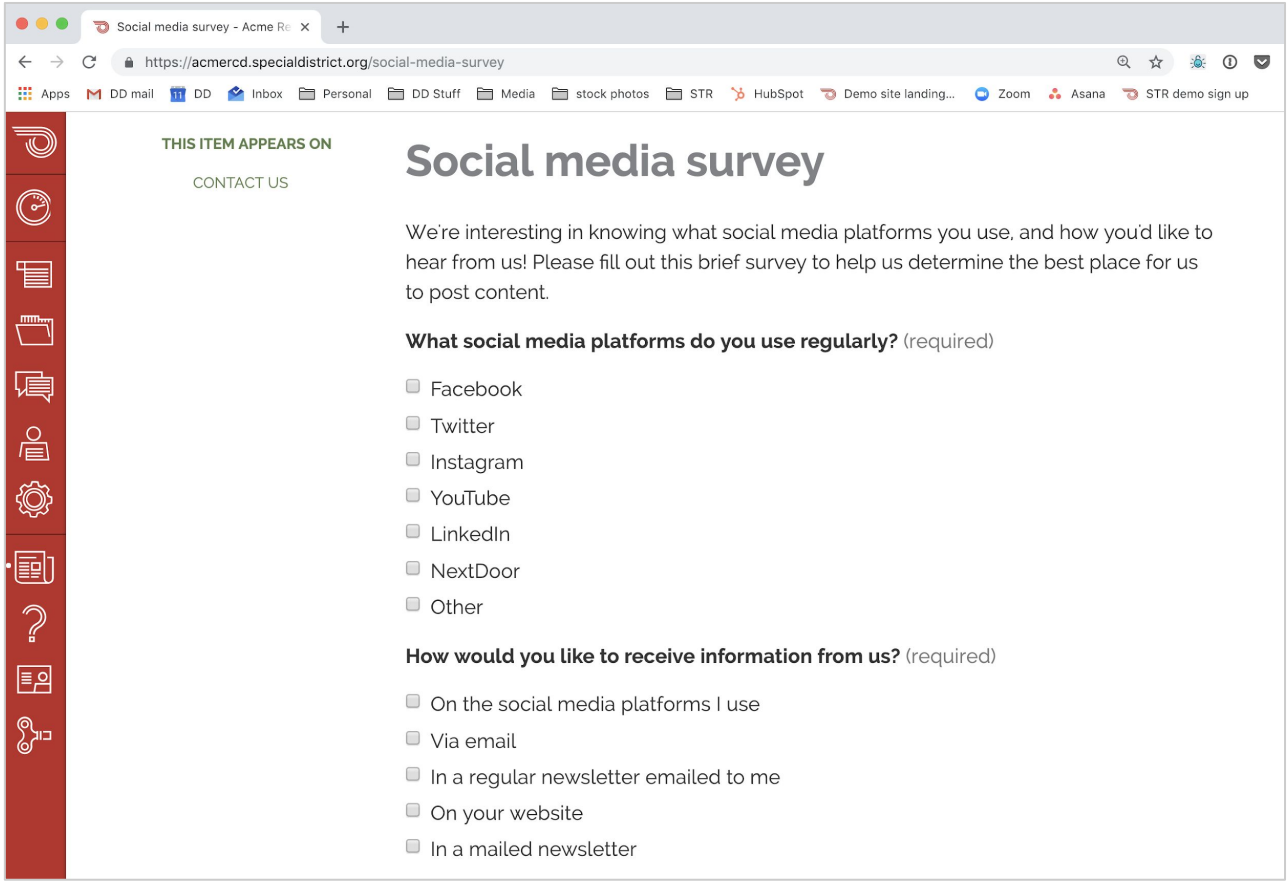
*% of U.S. adults who say they **ever** use ...*

Note: All differences shown in DIFF column are statistically significant. The DIFF values shown are based on subtracting the rounded values in the chart. Respondents who did not give an answer are not shown.
Source: Survey of U.S. adults conducted May 19-Sept. 5, 2023.
"Americans' Social Media Use"

PEW RESEARCH CENTER

| | YouTube | Facebook | Instagram | Pinterest | TikTok | LinkedIn | WhatsApp | Snapchat | Twitter (X) | Reddit | BeReal |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Total | 83 | 68 | 47 | 35 | 33 | 30 | 29 | 27 | 22 | 22 | 3 |
| Men | 82 | 59 | 39 | 19 | 25 | 31 | 27 | 21 | 26 | 27 | 2 |
| Women | 83 | 76 | 54 | 50 | 40 | 29 | 31 | 32 | 19 | 17 | 5 |
| White | 81 | 69 | 43 | 36 | 28 | 30 | 20 | 25 | 20 | 21 | 3 |
| Black | 82 | 64 | 46 | 28 | 39 | 29 | 31 | 25 | 23 | 14 | 1 |
| Hispanic | 86 | 66 | 58 | 32 | 49 | 23 | 54 | 35 | 25 | 23 | 4 |
| Asian* | 93 | 67 | 57 | 30 | 29 | 45 | 51 | 25 | 37 | 36 | 9 |
| Ages 18-29 | 93 | 67 | 78 | 45 | 62 | 32 | 32 | 65 | 42 | 44 | 12 |
| 30-49 | 92 | 75 | 59 | 40 | 39 | 40 | 38 | 30 | 27 | 31 | 3 |
| 50-64 | 83 | 69 | 35 | 33 | 24 | 31 | 29 | 13 | 17 | 11 | 1 |
| 65+ | 60 | 58 | 15 | 21 | 10 | 12 | 16 | 4 | 6 | 3 | <1 |

| | YouTube | Facebook | Instagram | Pinterest | TikTok | LinkedIn | WhatsApp | Snapchat | Twitter (X) | Reddit | BeReal |
|---|---|---|---|---|---|---|---|---|---|---|---|
| *Household income* | | | | | | | | | | | |
| <$30K | 73 | 63 | 37 | 27 | 36 | 13 | 26 | 27 | 18 | 12 | 3 |
| $30K-$69,999 | 83 | 70 | 46 | 34 | 37 | 19 | 26 | 30 | 21 | 23 | 3 |
| $70K-$99,999 | 86 | 74 | 49 | 35 | 34 | 34 | 33 | 26 | 20 | 22 | 3 |
| $100K+ | 89 | 68 | 54 | 41 | 27 | 53 | 34 | 25 | 29 | 30 | 5 |
| HS or less | 74 | 63 | 37 | 26 | 35 | 10 | 25 | 26 | 15 | 14 | 3 |
| Some college | 85 | 71 | 50 | 42 | 38 | 28 | 23 | 32 | 24 | 23 | 4 |
| College+ | 89 | 70 | 55 | 38 | 26 | 53 | 39 | 23 | 29 | 30 | 4 |
| Urban | 85 | 66 | 53 | 31 | 36 | 31 | 38 | 29 | 25 | 29 | 4 |
| Suburban | 85 | 68 | 49 | 36 | 31 | 36 | 30 | 26 | 26 | 24 | 4 |
| Rural | 77 | 70 | 38 | 36 | 33 | 18 | 20 | 27 | 13 | 14 | 2 |
| Rep/Lean Rep | 82 | 70 | 43 | 35 | 30 | 29 | 25 | 27 | 20 | 20 | 4 |
| Dem/Lean Dem | 84 | 67 | 53 | 35 | 36 | 34 | 33 | 28 | 26 | 25 | 4 |




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

# Know how it works

## Understand what functionality will work best for your district

- Facebook: Good for posts, pictures and threaded conversations
- YouTube: awesome platform for informational content
- X/Twitter: Good for posting brief updates or breaking news
- Instagram: Great for photogenic happenings and humor
- LinkedIn: Great place to post jobs, and LinkedIn Recruiter is awesome
- NextDoor: Good for updates, but you can’t see citizen posts
- Snapchat + TikTok: Short form video content - good if your audience is younger.

# Protips for creating

- ✓ Canva MagicStudio (with accessibility caveats!)
- ✓ Getting help and ideas from ChatGPT 4 and DALL•E
- ✓ Pexels + Unsplash for free imagery
- ✓ You can add links to stories (FB and Instagram)

# Week 3

# Webinar Series

Part 1 | Tuesday, May 7, 2024 @ 12pm
Cut through the noise and build trust
Learn how to combat rumors, and connect with your community on social media.

Part 2 | Thursday, May 9, 2024 @ 12pm
Turn theory into action
Master our 6 social media best practices for impactful district engagement.

**Part 3 | Tuesday, May 14, 2024 @ 12pm**
**Content to captivate your audience**
**How to create engaging posts that keep your community informed and involved.**

# **Week 3:** Content to Captivate Your Audience

1. Knowing your purpose & “why”
2. 10 proven formulas
3. Case studies

# Know your purpose

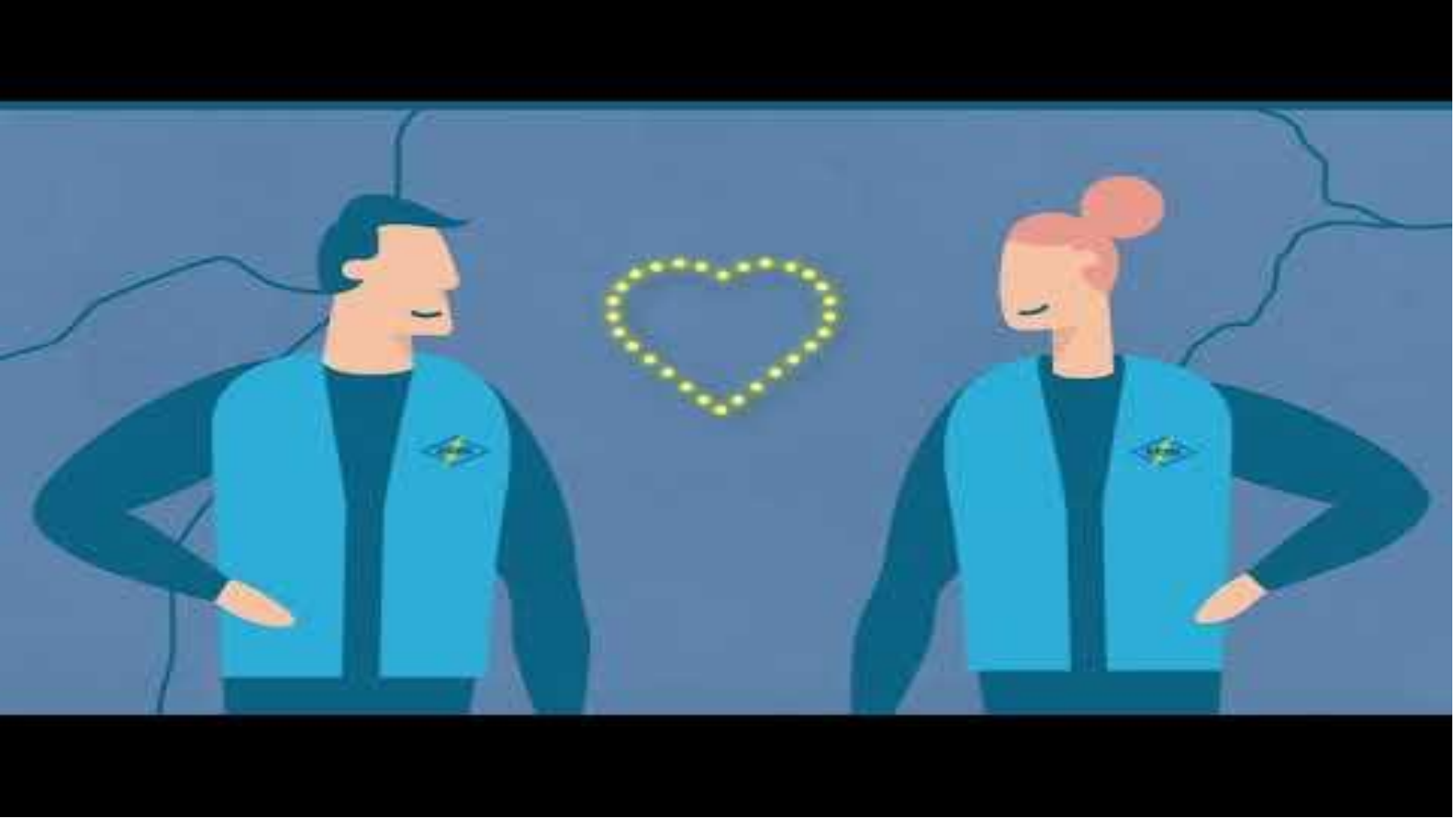
What is the intent of your content? Are you trying to:

- Drive an action (aka, vote)?
- Get input from citizens?
- Educate, or entertain?
- Drive traffic to your website?

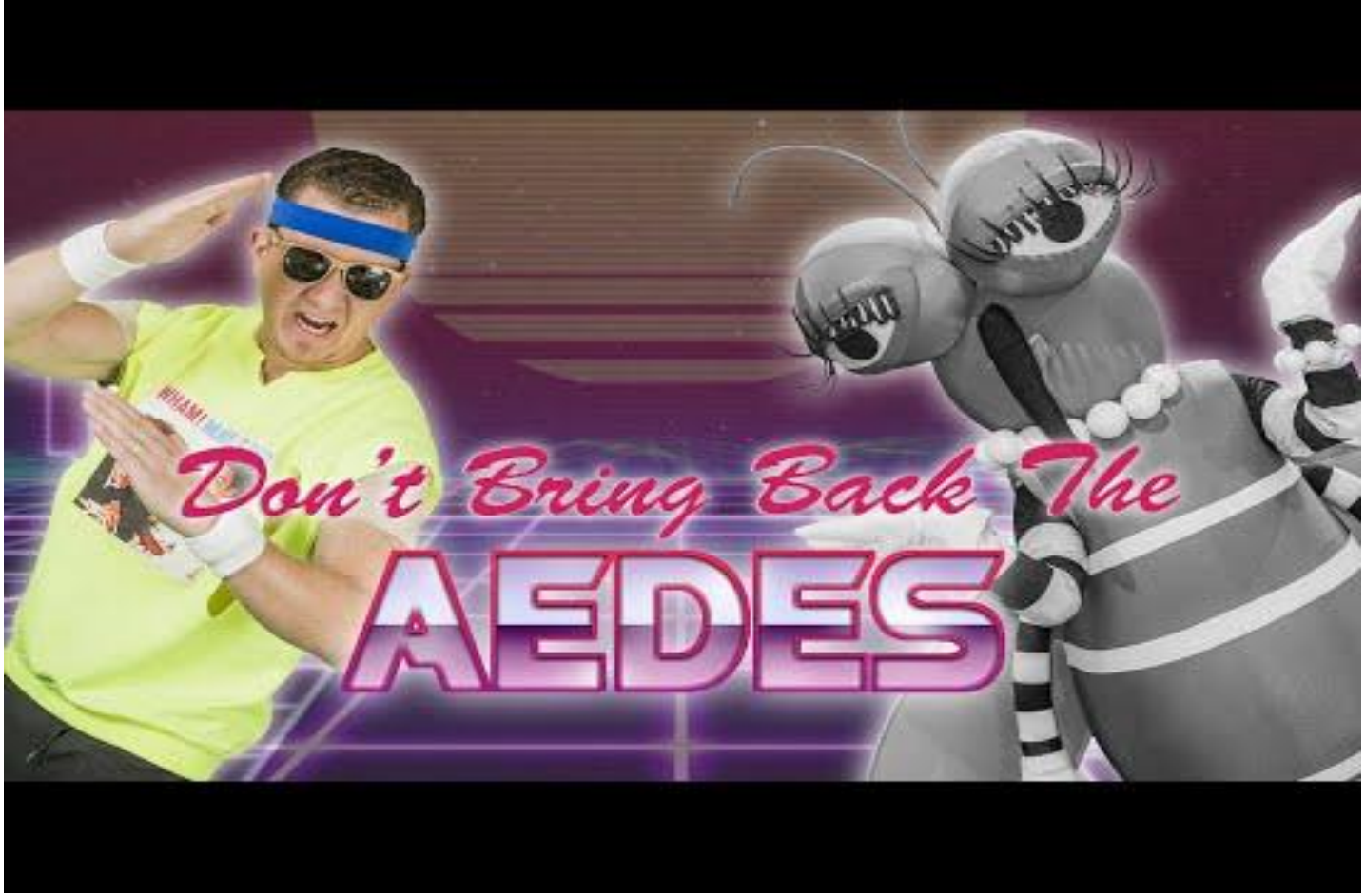
# 10 proven formulas

**Timeliness and Relevance:** Tie your storytelling to current events, local news, or seasonal themes. This helps to keep your content fresh and engaging.

**Data and Infographics:** Use data visualizations and infographics to communicate complex information in a clear and compelling way. This can be particularly effective for sharing budget information, project updates, or public health data.



**Focus on Community Impact:** Showcase how your government's initiatives directly benefit the lives of local residents. Share stories of individuals or families whose lives have been improved by your services or programs.




**Humor and Lightheartedness:** Don't be afraid to inject some humor or personality into your social media posts. Share fun facts about your community, highlight quirky local traditions, or celebrate silly holidays. This helps to humanize your government and make it more relatable.

SAN GABRIEL VALLEY TRIBUNE

NEWS › ENVIRONMENT

# Mosquito district makes video to mock, we mean rock the '80s (and fight the Zika virus)

Music video has fun with mosquito prevention

**TSA** @TSA

| Tweets | Following | Followers | Likes | Lists |
|---|---|---|---|---|
| 7,561 | 457 | 219K | 190 | 1 |

TSA Retweeted

**Michael Bilello** @TSA_Bilello · Jan 15

Public support from passengers to airport personnel, and others making their way through terminals across the country, underscores the importance of TSA's work in securing air travel.

25 9 66

TSA Retweeted

**Michael Bilello** @TSA_Bilello · Jan 15

On a daily basis, the dedicated TSA men and women across the country who continue to report for work at airports across the nation demonstrate commitment and professionalism at the highest levels.

11 10 53

TSA Retweeted

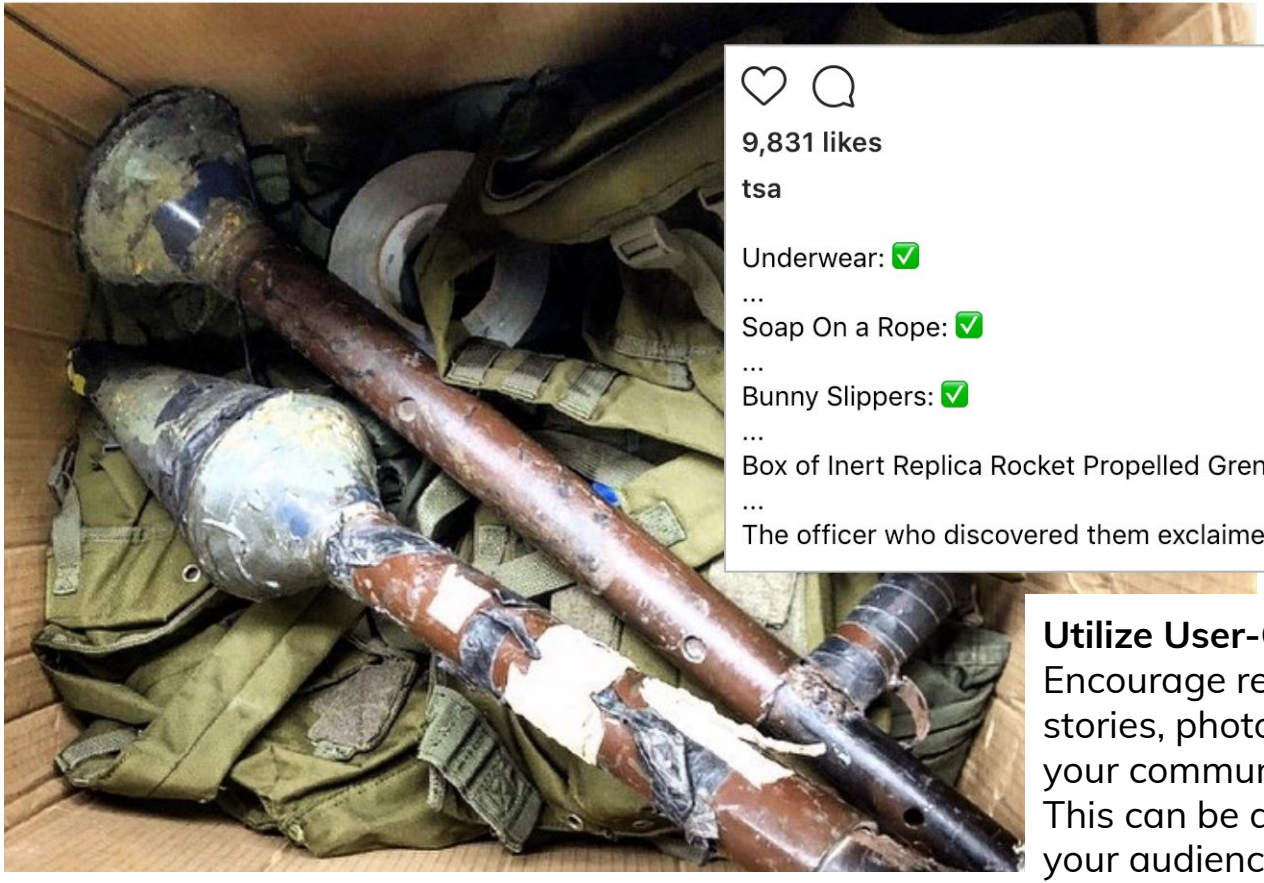
**Michael Bilello** @TSA_Bilello · Jan 15

While national average wait times are within TSA standards of 30 minutes for standard lanes and 10 minutes for TSA Pre✓®, some airports experienced longer than usual wait times.

8 9 9

tsa
Lihue, Hawaii

View Profile



9,831 likes

tsa

Underwear: ✅
...
Soap On a Rope: ✅
...
Bunny Slippers: ✅
...
Box of Inert Replica Rocket Propelled Grenade Launchers: 🚫🚘👮🧯🚫
...
The officer who discovered them exclaimed: “Holy [enter expletive here], is this real?”

**Utilize User-Generated Content:** Encourage residents to share their own stories, photos, and videos related to your community or government services. This can be a powerful way to engage your audience and generate authentic content.

**St. Helens Police**
@SHPD

Follow

Anyone know a good police chief? We're hiring (sorry to all the good doggos out there, but you must be human to apply) ci.st-helens.or.us/police/page/po…

10:07 AM - 17 May 2018

2:46

CENTRALUTAHWATER
Posts

centralutahwater

Liked by **southtahoepud** and **others**

**centralutahwater** Old toilets waste a scary amount of water.

This spooky season, get paid to replace any ghastly old toilets in your home with something more efficient at UtahWaterSavers.com!

#Waterconservation #watersavingtips #UtahWaterSavers #Toiletrebate

2:50

CENTRALUTAHWATER
Posts

centralutahwater
centralutahwater · Original audio

**Mokelumne Hill Fire Protection District MHFPD**
Published by Sloane DellOrto · 13h ·

Shout out to the Mokelumne Hill Veterans Memorial District for taking such good care of our parks, and providing our community with a great spot to land an air ambulance when needed.

# MAKE IT PERSONAL

**Highlight Local Heroes:**
Celebrate the achievements of local community members, volunteers, first responders, and public servants. Their stories humanize your government and foster civic pride.

**This is something that can use my support**

**I recognize these people and location**

Did you know?

You can now support Lockwood Fire while shopping on Amazon, for free!

All you have to do is use the link below while you shop on Amazon, and 0.5% of the purchase price will go towards Lockwood Fire Protection District. Since we are unable to have in-person events, fundraisers, and meetings, we would greatly appreciate it if you could support our district online.

View this content online

*We thank you for your support!*

# MAKE IT PERSONAL

**Behind-the-Scenes Access:** Offer glimpses into the daily work of your government departments. Share photos or videos of road crews, public works projects, community events, or council meetings. This builds trust and demystifies government operations.

# MAKE IT IMPERSONAL?

## Notice of Parking Fee Increase

Nov 27, 2019

| Category:

Public Notice

**Effective January 1, 2020**

As a result of the enactment of AB 3130, various court filing fees pursuant to Government code 70626 (a) and (b) have been increased for the district effective of Jan. 1, 2020. Parking fees are as follows: $75 per violation §23902 (up from $60).

# MAKE IT IMPERSONAL?
# Well, maybe not...

# Tillamook County EDC

## Facebook ~300

Goal: The Economic Development Council of Tillamook County works to strengthen and grow the economy of Tillamook County.

## Ideas:

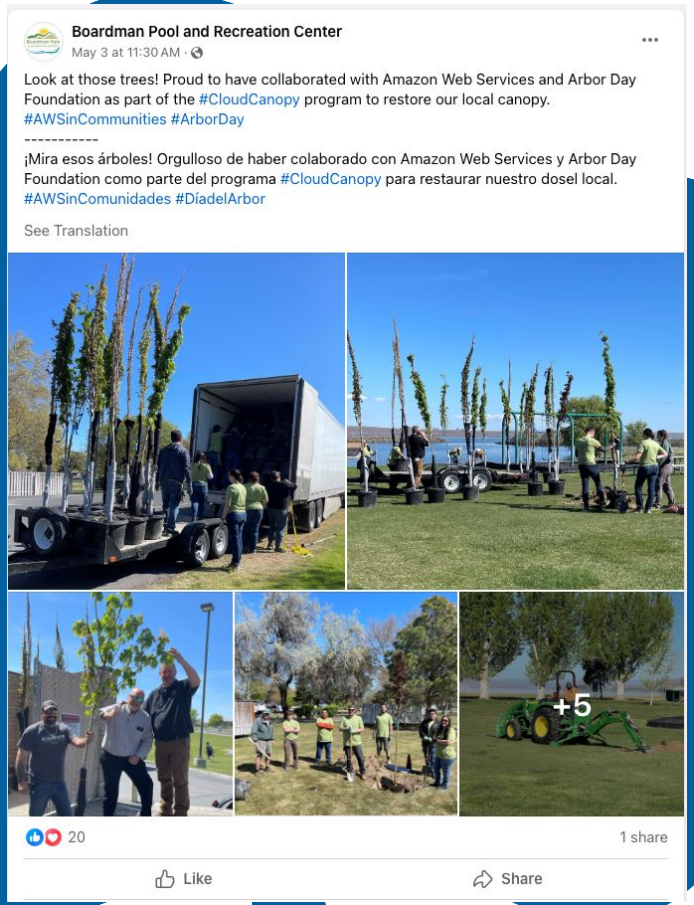
- Feature people
- Move text of of images into post & simplify
- Can remove links for a boost

# Boardman Park and Rec

Facebook ~3K

Ideas:

- Featuring people works great!



# A few final tips

**Partner with Local Businesses and Organizations:** Collaborate with local businesses, nonprofits, and community groups to amplify your storytelling efforts. Share their stories and successes, and encourage them to share yours.

**Celebrate Local Landmarks and Traditions:** Highlight the unique history, culture, and attractions of your community. Share stories and photos of local landmarks, historical figures, festivals, or traditions. This fosters a sense of belonging and connection among residents.

DISTRICTS MAKE THE DIFFERENCE

For over 100 years, local service agencies known as special districts have kept our lights on, kept the water flowing and provided access to a multitude of services that enhance our communities.

Special Districts provide vital services like water and energy, fire protection and public safety, treatment of waste water, and garbage removal and much more. They safeguard our communities, they work arduously

**Districts Make the Difference**

For over 100 years, special districts have kept your lights on, your water running, and your communities safe.