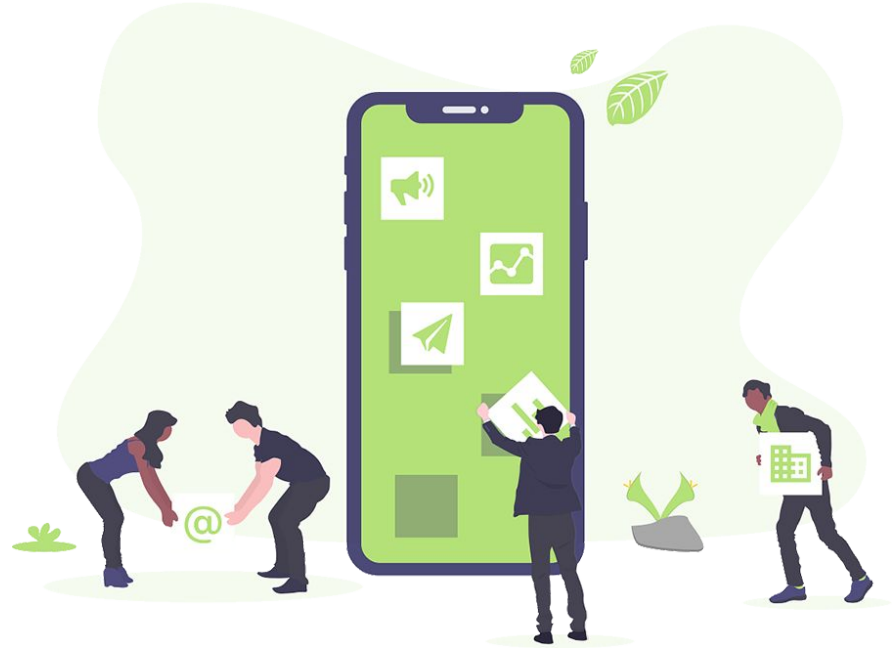


Special District Socialites

Part I: Cutting
through the noise
and building trust

S | D | A | O
SPECIAL DISTRICTS
ASSOCIATION OF OREGON





STREAMLINE

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.



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





Unofficial: Lafayette
City Government
@VisitLafayette

Home

Posts

Reviews

Videos

Events

About

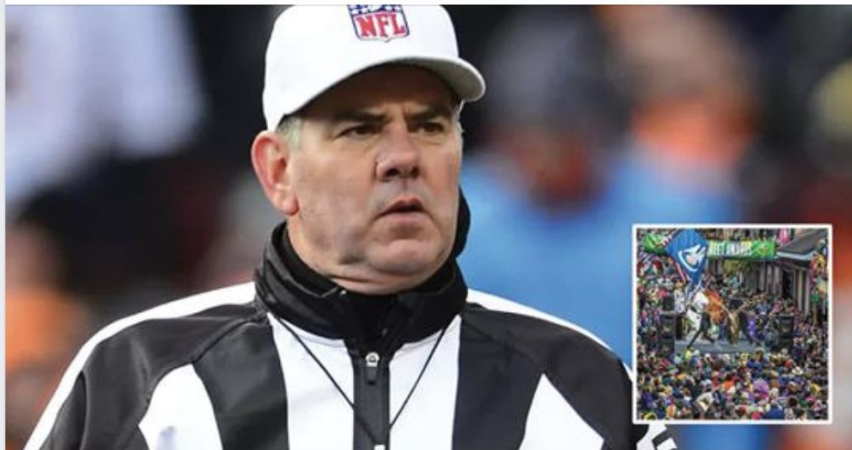
Poll



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.**"



County Harbor District

harborDistrict

Home

Posts

Reviews

Photos

About

Community

Info and Ads

Create a Page



Like Follow Share ...

Send Message

Posts



County Harbor District

May 4, 2018 ·



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

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



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 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 personal views on a regular basis, and even quotes herself.



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

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!



REGONRY I am proud to live in Orangevale and serve the best for the people of Orangevale in terms of parks and our recreation programs. I had that in the past five years some board members are not concerned enough about quality parks or recreation programs. I wish to be part of the board to keep up quality park development and program development with the funds we now have available. I wish to be part of a board that will create parks, programs and put the Orangevale community first.



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...



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

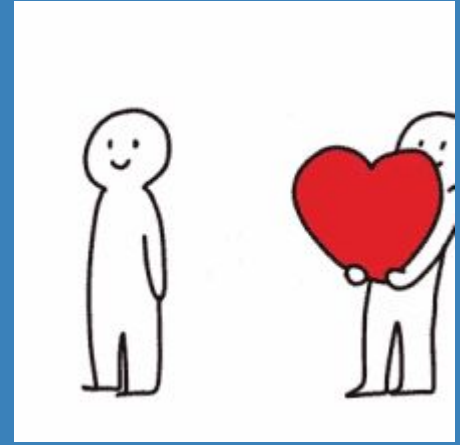
On many platforms you can block users,
but it might get you in trouble*

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

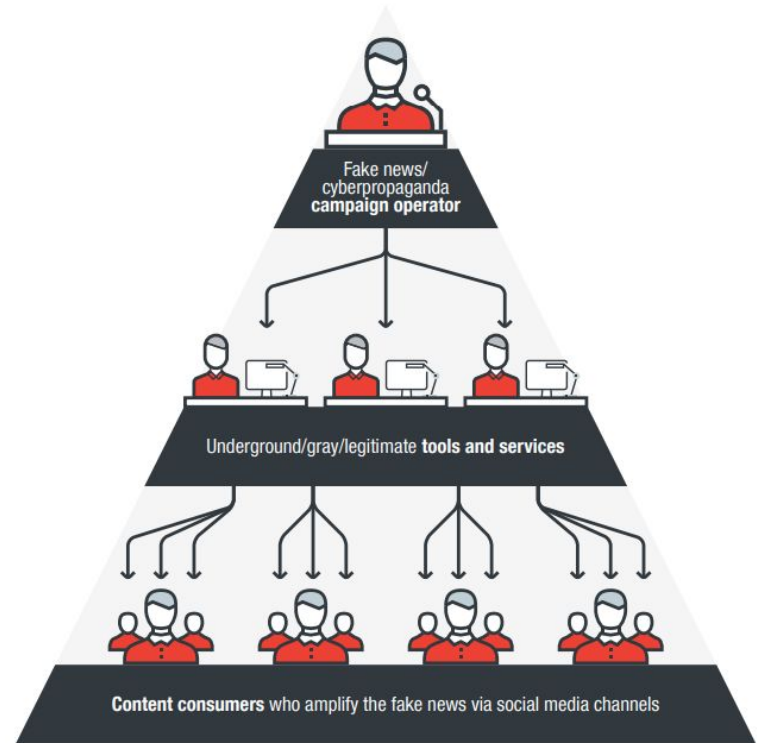
Where does this stuff come from?



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-bait 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

www.thehonesttruth.com.co

the honest truth .com NEWS BLOG ABOUT

f t p

MAYOR HATES TREES?

JOHNNY REPORTER MAY 04 2002

After campaigning strongly on an environmental platform, the city's famously green mayor is in hot water for comments made at a charity fundraiser late Tuesday. At the Children's Reading Association's annual Books4Charity gala, Mayor Truman delivered an opening speech that left many in the audience speechless and questioning the event's legitimacy.

Though the mayor's keynote started on warm, celebratory terms, it quickly turned into an improvised rant that blurred between comedic and shocking. Truman began by congratulating the hosts for their 10th annual event before devolving into a nostalgic anecdote that seemed pro-lumber. "I read everything I can get my hands on," said Truman. "But lately there are less books. We should print more!"

The mayor's inflammatory comments encouraging the destruction of forests for reading material aren't the only time they've been in trouble with environmentalists. At last year's March For Earth through the city's downtown, Truman spoke positively about environmentalists organizing the event before noting, "I don't like the term treehugger, though, because I hate hugging trees. You get covered in sap and dirt."

Mayor Truman's increasingly vile anti-tree rhetoric is likely to cause concern in City Hall and amongst prominent party staff and donors. Eyebrows were already raised at the City's lackluster response to a local forest fire last week, when firefighters took two whole hours to arrive on scene after claiming they were busy saving people from a burning building.

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.

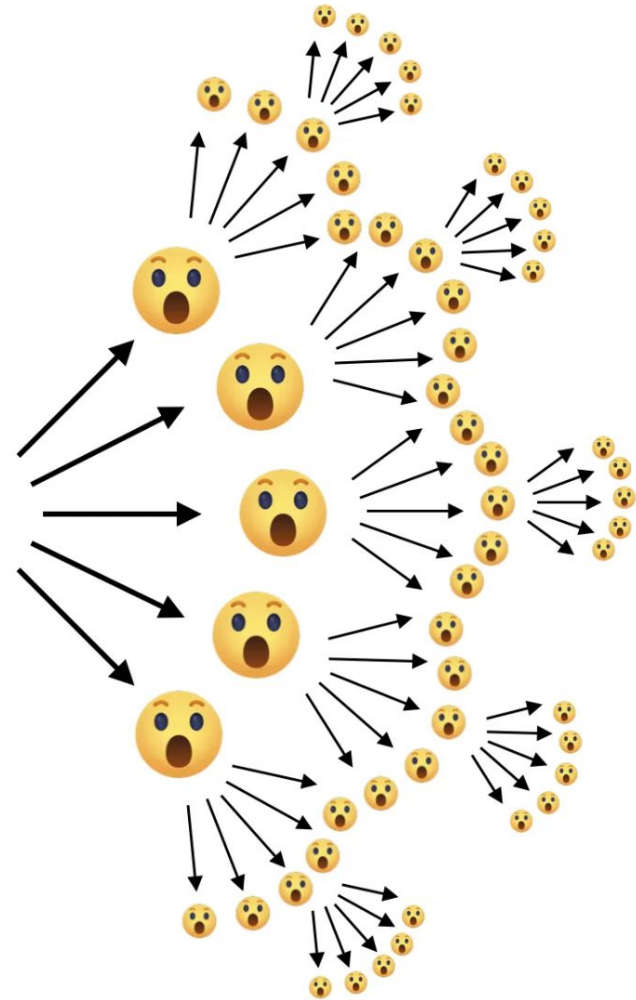
The Text

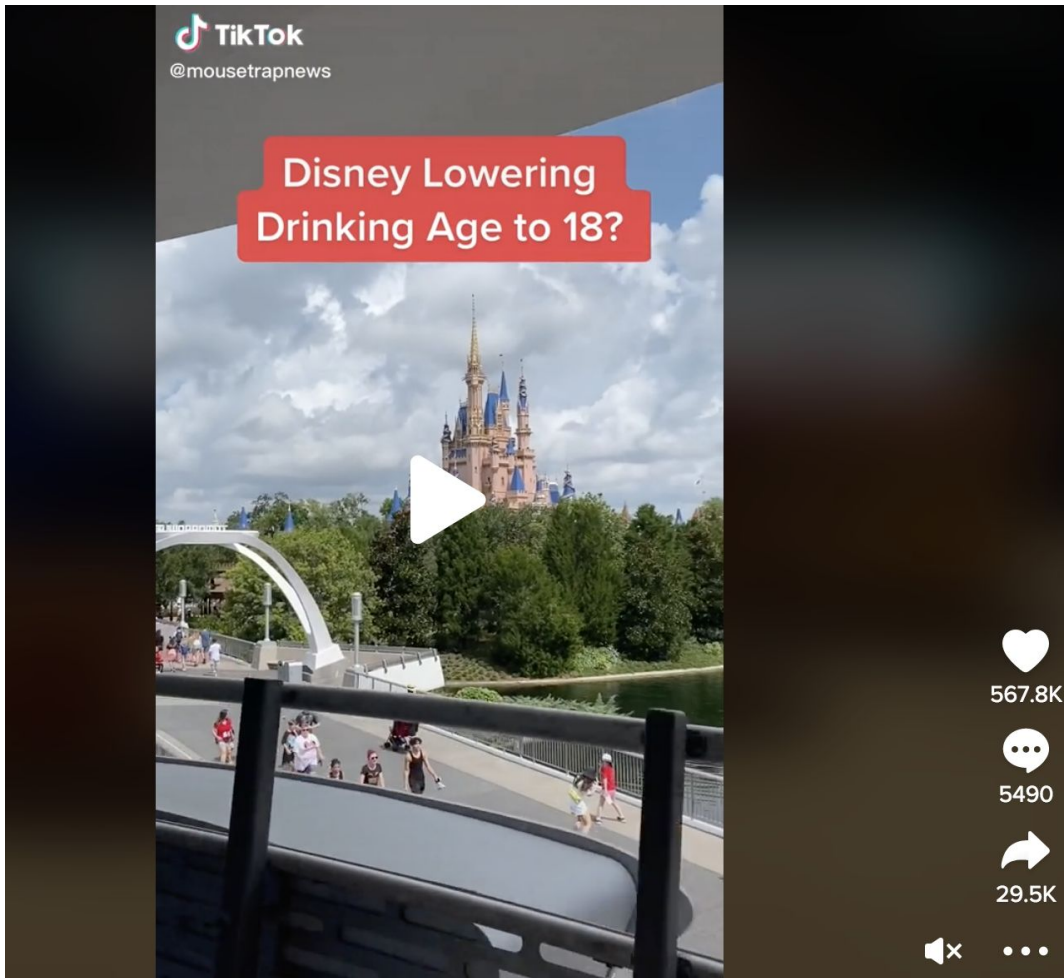
Does the article have spelling errors or dramatic punctuation? Reputable sources have high proofreading and grammatical standards.

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.



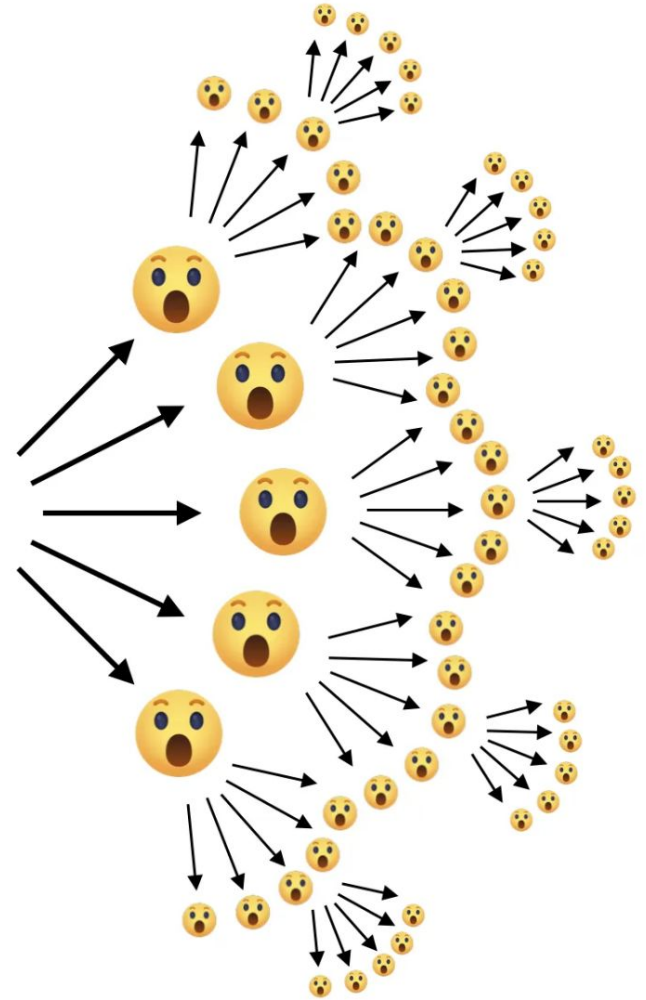
Disney Lowering
Drinking Age to 18?

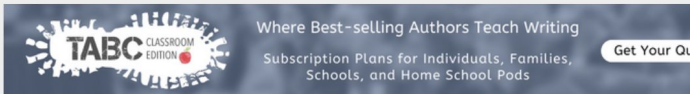


567.8K

5490

29.5K





[ALL NEWS](#) · [CROSS PROPERTY](#) · [EPCOT](#) · [HOLLYWOOD STUDIOS](#) · [RESORTS](#)

Drinking Age at Disney World May be Lowered to 18

🕒 August 20, 2022

The [National Minimum Drinking Age Act](#) was passed by congress and signed into law by President Ronald Reagan in 1984. It “requires that States prohibit persons under 21 years of age from purchasing or publicly possessing alcoholic beverages as a condition of receiving State highway funds.” This was an act to encourage states to raise the minimum drinking age to 21. As it states, it is not mandatory that states set the drinking age at 21, but if a state doesn’t implement 21 as a minimum, the government will withhold state highway funds. Didn’t think you would get a history lesson from us, did you?



Now that we have set up the act, we have some Disney news to go with it. Disney World is looking to defy the minimum drinking age act. The Walt Disney Company is currently battling the state of Florida in the courts over the minimum drinking age. Disney is attempting to lower the minimum drinking age on Disney property to 18. They are clearly doing this to increase their revenue at EPCOT and across

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)





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About

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

We write fake stories about Disney Parks stuff.



[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.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam consectetur ipsum sit amet sem vestibulum eleifend. Donec sed metus nisi. Quisque ultricies nulla a risus facilisis vestibulum. Ut luctus feugiat nisi, eget molestie magna faucibus vitae. Morbi luctus orci eget semper fringilla. Proin vestibulum neque a ultrices aliquet. Fusce imperdiet purus in euismod accumsan. Suspendisse potenti. Nullam officit fougat nibh, at pellentesque mauris. Suspendisse potenti





Article // January 5, 2015 // Mac Clemmens

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

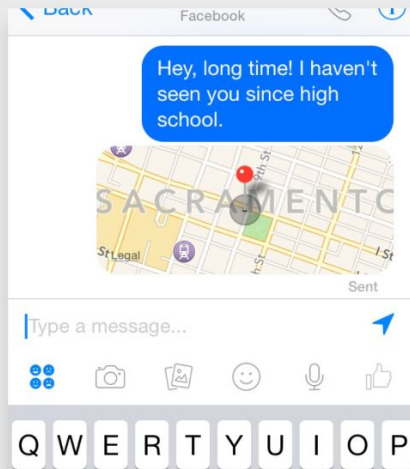
Update: Facebook changed the way this feature worked shortly after releasing it, and no longer reveals one's exact location.

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:

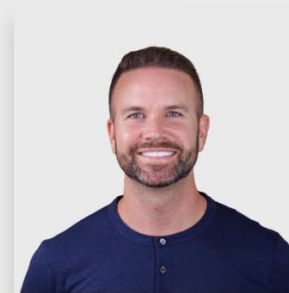
Reason 1: It used to just show city. Now it shows full location, retroactively.

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.

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!





harbor district



All Maps Images News Shopping More

Tools

About 5,520,000 results (0.82 seconds)

https://abc7news.com › county-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

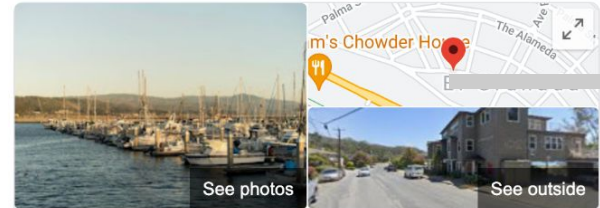
County Harbor District Special Meeting of the Board of Commissioners to discuss the development of the District's Master Plan. Agenda for August 10th, ...

https://www.calopps.org › san-mateo-county-harbor-dis...

County Harbor District | CalOpps

The County Harbor District operates both the ... and the Oys ...

BEFORE



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, CA 94003

Phone: ()

Autonomous District executive: /, President

[Suggest an edit](#)



About 5,520,000 results (0.66 seconds)

https://www. [redacted]

County Harbor District

The mission of the [redacted] 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 ...

Buy Fish off the Boats - Rates and Fees - Get a Slip? - ...

Employment -NOW HIRING

Applications can be uploaded, mailed to P.O. Box 1449, El ...

More results from smharbor.com »

Contact

For COVID-19 Rent Deferral Program, see contacts below:

About the Harbor District

The Harbor district provides fiscally and environmentally ...

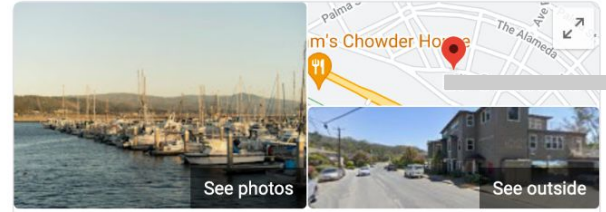
Board Meeting Schedule

Upcoming meetings are listed below. Agendas are added as ...

https://en.wikipedia.org/wiki/[redacted]unty_H...

County Harbor District - Wikipedia

The [redacted] County Harbor District is an autonomous district created to operate harbor facilities within the boundaries of [redacted] County.



[redacted] County Harbor District

Website Directions Save Call

3.5 ★★★★★ 4 Google reviews

Harbor in [redacted]

The [redacted] County Harbor District is an autonomous district created to operate harbor facilities within the boundaries of [redacted] County. [Wikipedia](#)

Address: [redacted]

Phone: ([redacted])

Autonomous District executive: [redacted], President

[Suggest an edit](#)





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 <i>19 years in a row</i> from the Government Finance Officers Association.

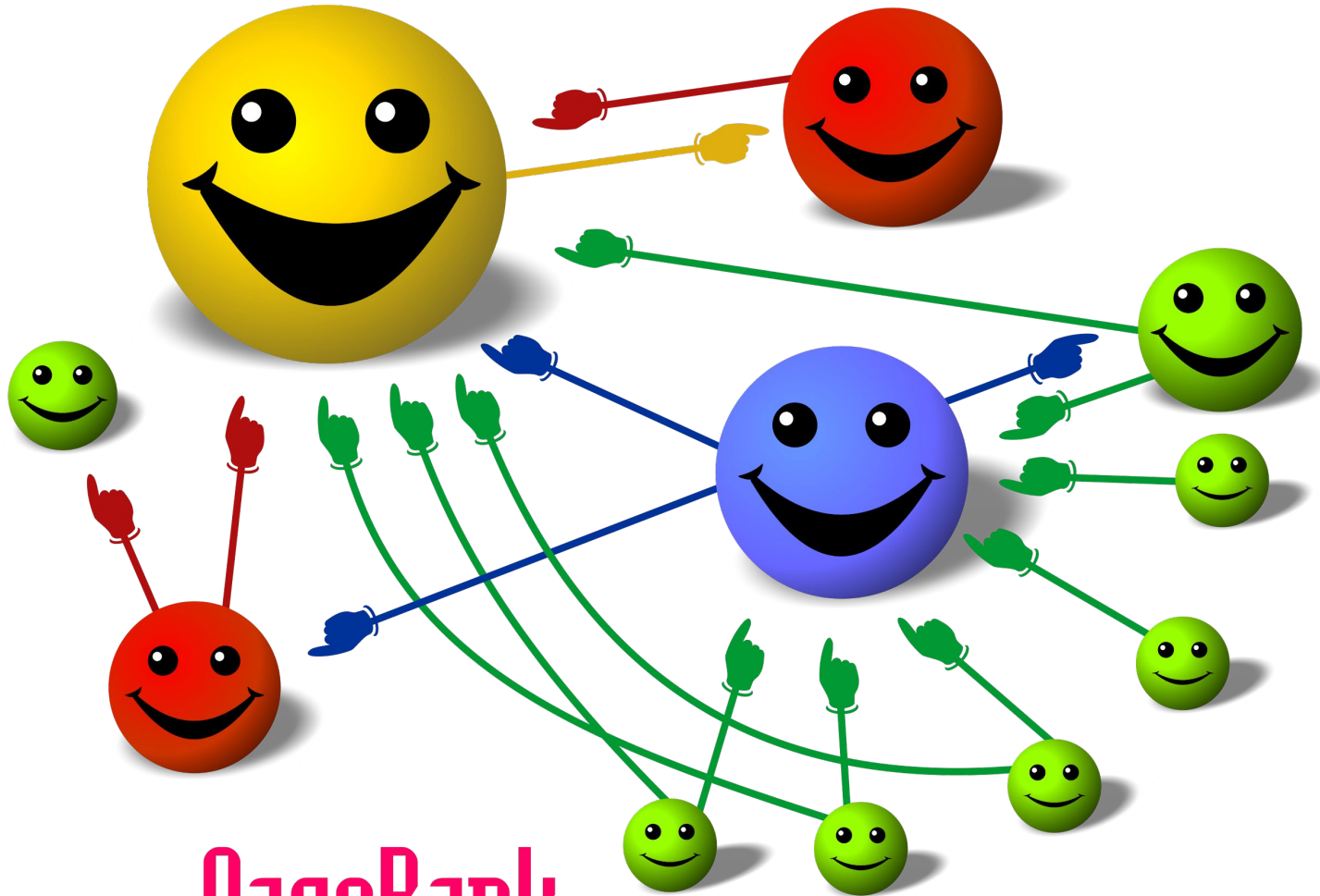
How ranking works

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 It's the easiest way to rank #1, and it's free! All special districts qualify.	<input type="checkbox"/> .gov?	https://support.getstreamline.com/obtaining-a-gov-domain You can still keep your old domain and redirect existing traffic.
PageRank / Domain Authority (DA) What is your site's overall ranking? 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)	<input type="checkbox"/> out of 100	10: You're getting started 20: Good for a small, local district 30: Normal for organization w/statewide reach 40: Good for a national organization 50: Great for any organization 90: ca.gov, stanford.edu, nytimes.com See your DA score at moz.com/researchtools/ose/
Website Speed Do components load quickly? Is the overall page load time reasonable? Are CDNs, compression, and techniques such as JS/CSS aggregation being used?	<input type="checkbox"/> seconds	For a comprehensive test, you may visit testmysite.withgoogle.com or webpagetest.org . Speed is now a factor that affects search ranking. < 8s on 3G is OK.
Mobile-Readiness 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?	<input type="checkbox"/> Passed?	You can run the mobile-readiness test at google.com/webmasters/tools/mobile-friendly Google now penalizes sites that are not mobile friendly in mobile search results.
Secure Site (HTTPS / SSL / TLS) 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?	<input type="checkbox"/> 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.  Secure https://
Analytics and Continuous Improvement Have you installed Google analytics? What other systems monitor popular content, implement A/B testing, or improve overall site performance and user engagement?	<input type="checkbox"/> installed?	You can check if Google Analytics is installed by using the scanner at bullwith.com .
Cross-Browser, Accessibility and Standards Compliance 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?	<input type="checkbox"/> 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): 1. WCAG 21 AA — New legal standard (covers Section 508) 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



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 <i>19 years in a row</i> from the Government Finance Officers Association.



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])

<input type="checkbox"/> 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					
<input type="checkbox"/> vector control	1K – 10K	Low	–	\$2.84	\$6.95
Keyword ideas					
<input type="checkbox"/> mosquito abatement	1K – 10K	High	–	\$3.58	\$15.00
<input type="checkbox"/> mosquito vector	100 – 1K	Low	–	\$1.47	\$7.77
<input type="checkbox"/> integrated vector management	10 – 100	Low	–	–	–
<input type="checkbox"/> vector pest control	100 – 1K	Medium	–	\$4.00	\$14.83
<input type="checkbox"/> pest control for mosquitoes	1K – 10K	High	–	\$7.78	\$29.41
<input type="checkbox"/> integrated vector control	10 – 100	Low	–	–	–
<input type="checkbox"/> control of mosquito	10K – 100K	High	–	\$4.42	\$20.61
<input type="checkbox"/> chemical control of mosquitoes	100 – 1K	High	–	\$1.13	\$10.47
<input type="checkbox"/> 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



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

♡ 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

♡ 210 9:55 AM - Apr 22, 2014



💬 579 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

██████████ Given what a certain member of your crew has publicly posted, as a person of color, I would NEVER want to be “helped” in an emergency by your department.

[Like](#) · [Reply](#) · 6h



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](https://www.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

