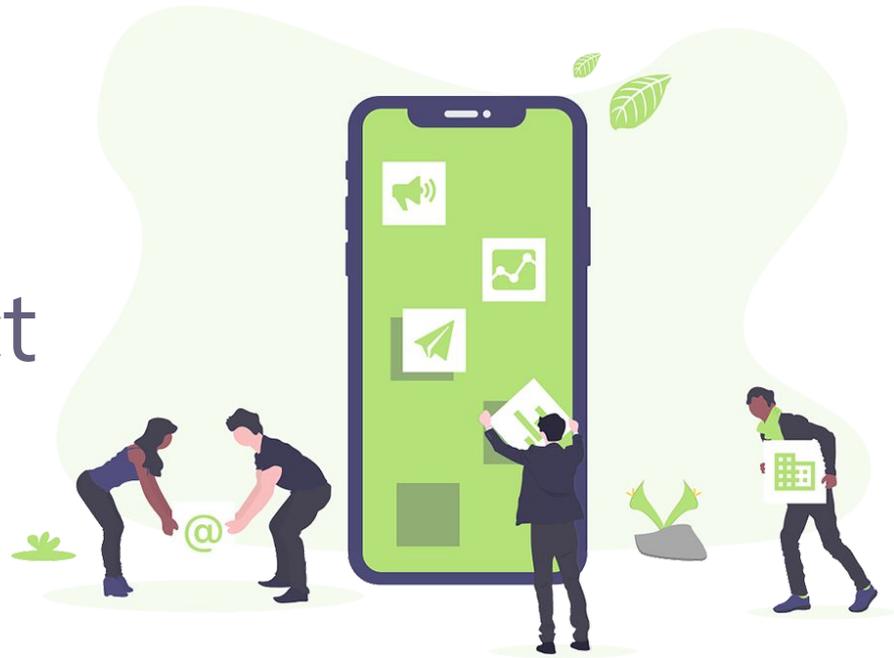


Special District Socialites

How to combat
rumors and protect
your reputation



Hello!

We're Mac & Maria
from Streamline



STREAMLINE



Find us
@StreamlineGov



What I'll cover

1. Should you engage?
2. Where rumors begin
3. The science of rumor spreading
4. How to communicate your side
5. What to do when things go wrong.
6. CYA: policies can help cover your ... um ... district.
7. Online privacy
8. 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

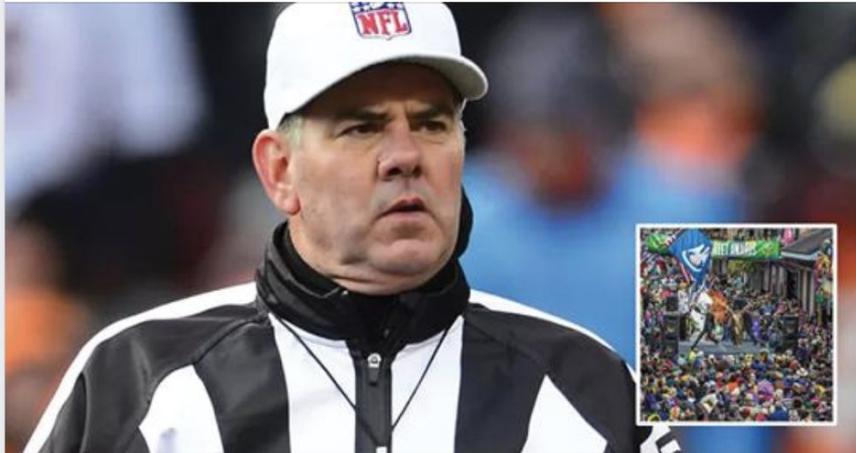
Poll



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.**"



San Mateo County Harbor District @SMCHarborDistrict

Home

Posts

Reviews

Photos

About

Community

Info and Ads

Create a Page



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

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



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



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

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 few years some board members are not concerned enough about quality parks or recreation programs. I wish to be a part of the board to help us 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

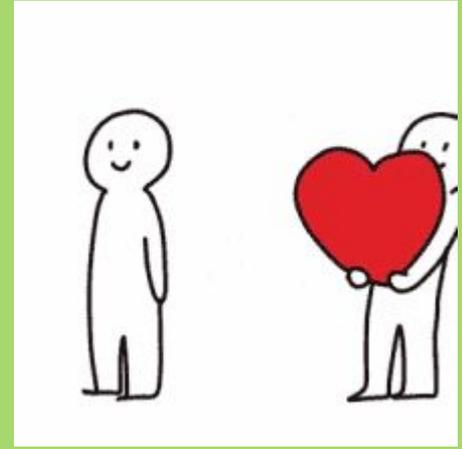
On many platforms you can block users,
but it might get you in trouble*

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.



Which platform should you use?

Facebook,
X,
Instagram,
oh my!



Rule #1: find your peeps

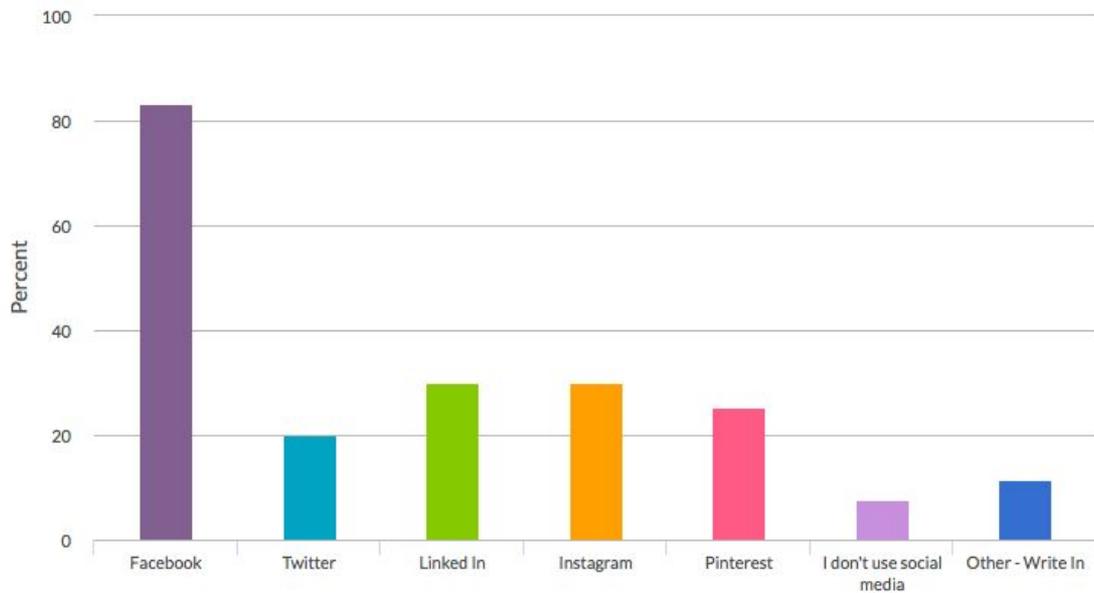
Do some research to find out what the majority of your citizens are already using

- 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.



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



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?**



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

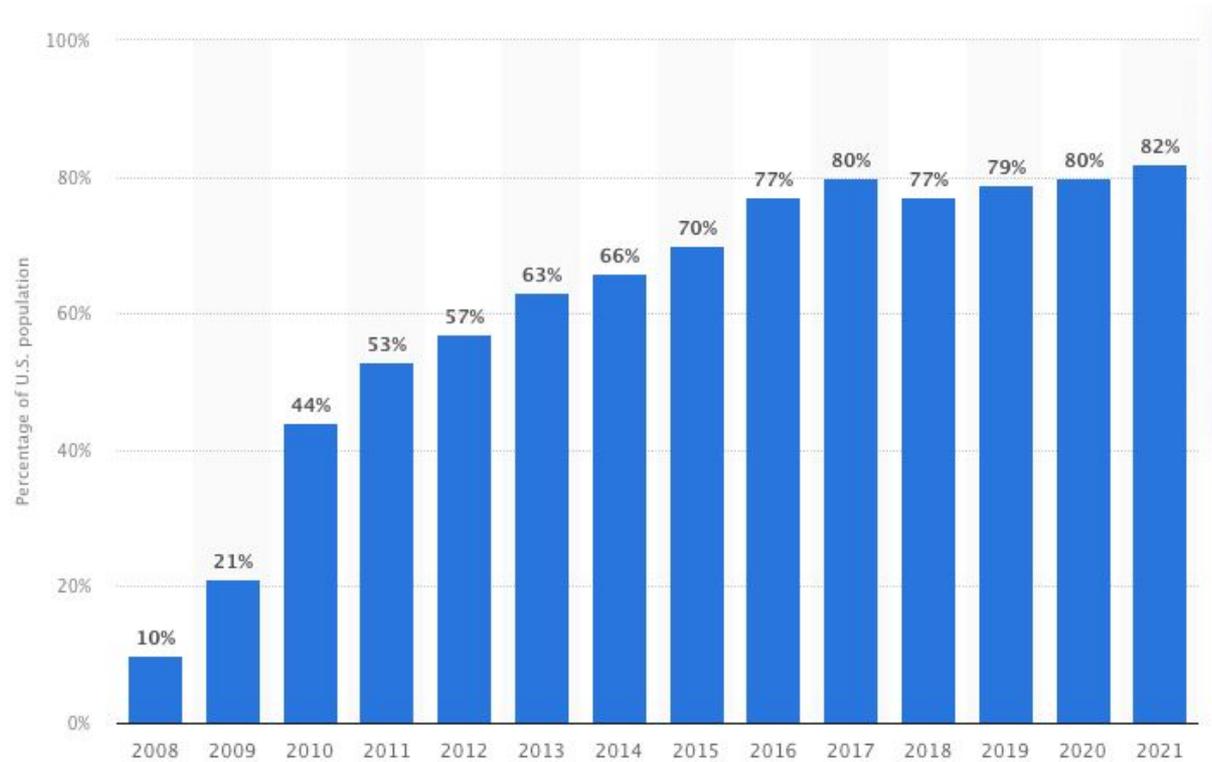
How would you like to receive information from us? (required)

- 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 even build the survey there, for free. :)

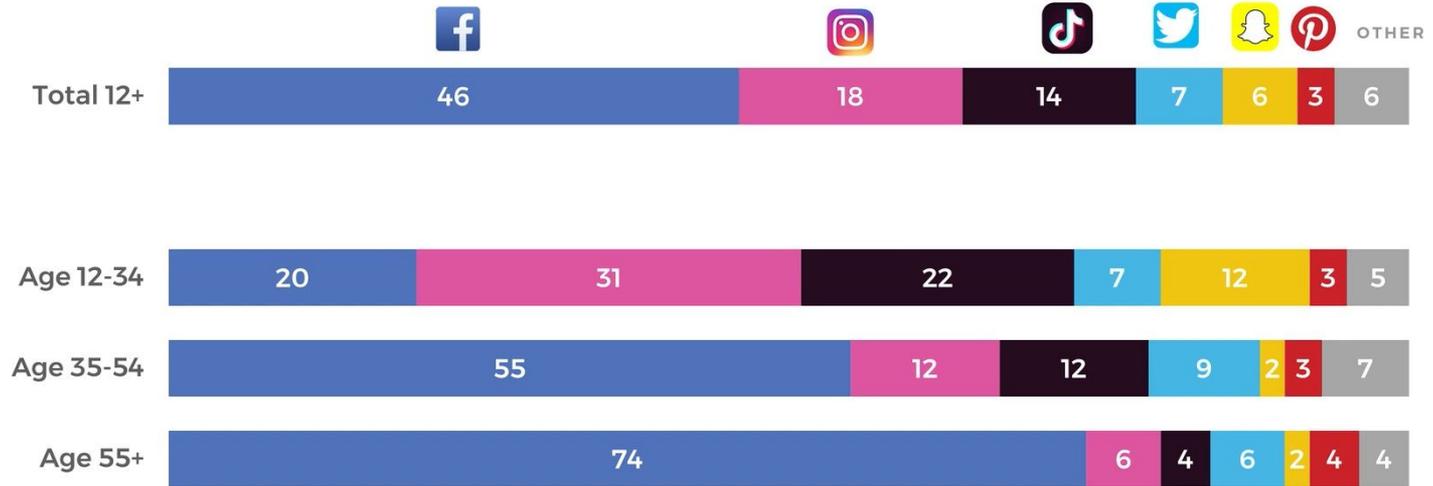


% of US population with a social media profile



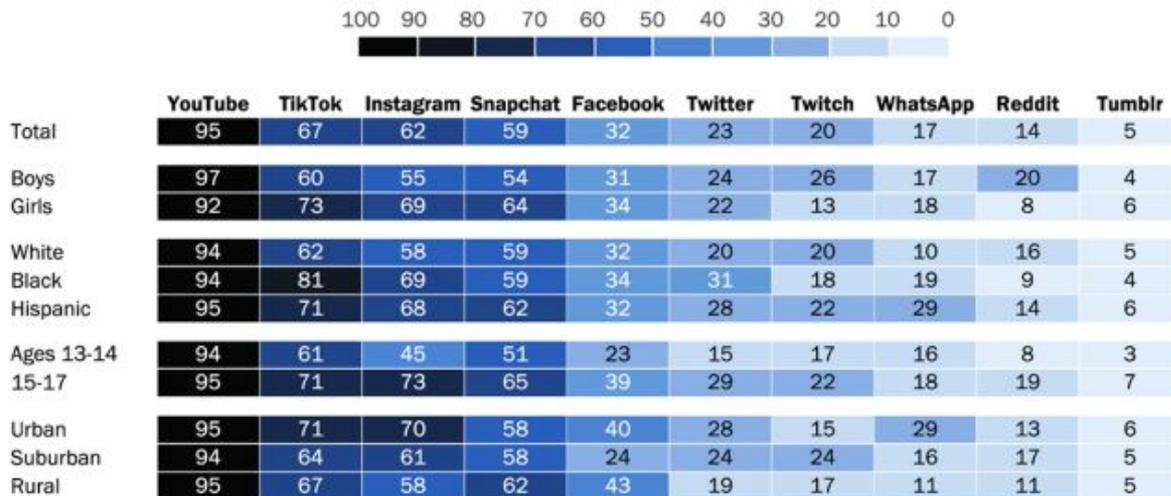
Social Media Brand Used Most Often

BASE: U.S. SOCIAL MEDIA USERS



The next generation's social media

% of U.S. teens who say they ever use each of the following apps or sites



Household income

< \$30,000	93	72	64	60	44	26	17	19	10	4
\$30K-\$74,999	94	68	62	57	39	24	19	19	13	7
\$75,000+	95	65	62	60	27	22	21	17	16	4

Note: Teens refer to those ages 13 to 17. Not all numerical differences between groups shown are statistically significant. Those who did not give an answer or gave other responses are not shown. White and Black teens include those who report being only one race and are not Hispanic. Hispanic teens are of any race.

Source: Survey conducted April 14-May 4, 2022.

"Teens, Social Media and Technology 2022"

Rule #2: know how it works

Understand what functionality will work best for your district

- Facebook / LinkedIn: Good for posts, pictures and threaded conversations
- Twitter: Good for posting brief updates or breaking news
- Instagram: Great for photogenic happenings and humor
- NextDoor: Good for updates, but you can't see citizen posts
- YouTube: awesome platform for informational content
- Snapchat + TikTok: Good if your audience is younger



Rule #3: 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



The Science of Rumor Spreading

Where does this stuff come from?



[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



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.

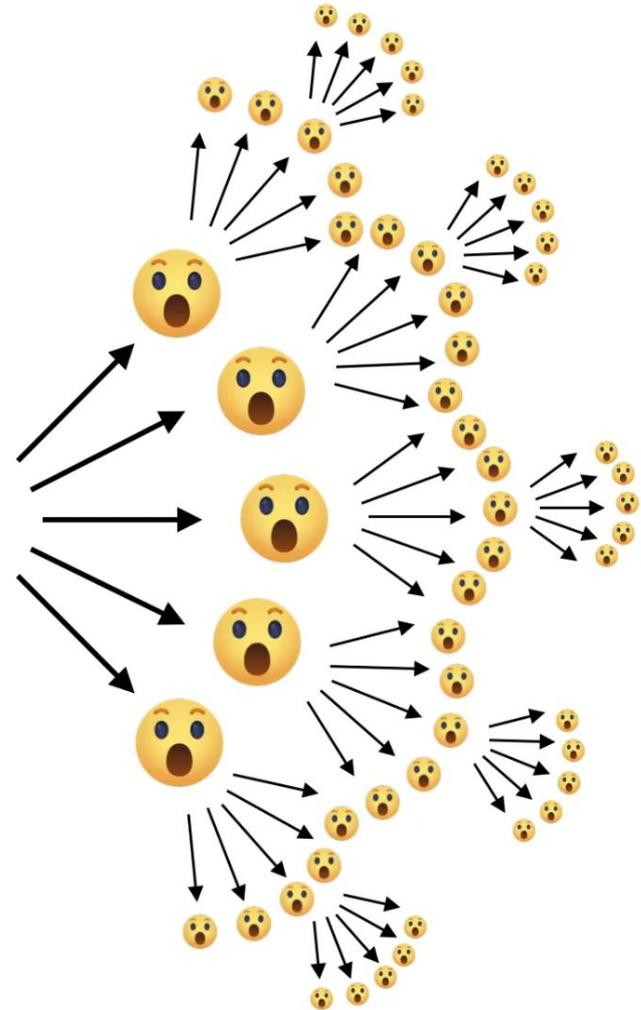
The Text

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.

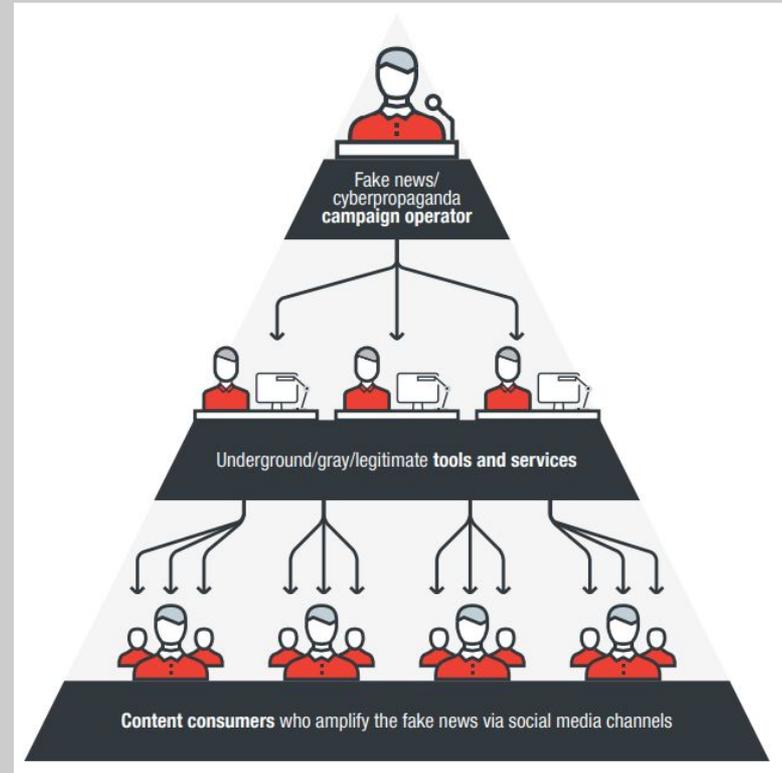
The most important thing is to *consider* the credibility of articles in the first place. People's ability to discern and share real articles over fake nearly **tripled** after a simple reminder to check accuracy. **SOURCE** Psychological Science, 2020



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



How people find rumors

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





san mateo harbor district



All Maps Images News Shopping More

Tools

About 5,520,000 results (0.82 seconds)

https://abc7news.com › san-mateo-county-harbor-district-...

San Mateo County Harbor District criticized as 'dysfunctional ...

It all revolves around the San Mateo County Harbor District, a publicly-elected commission responsible for operating two popular marinas ...
May 8, 2020

https://en.wikipedia.org › wiki › San_Mateo_County_H...

San Mateo County Harbor District - Wikipedia

The San Mateo County Harbor District is an autonomous district created to operate harbor facilities within the boundaries of San Mateo County.

https://www.coastsidebuzz.com › Public Agencies

San Mateo County Harbor District Archives - Coastside Buzz

San Mateo 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...

San Mateo County Harbor District | CalOpps

The San Mateo County Harbor District operates both the Pillar Point Harbor in Half Moon Bay, and the Oyster Point Marina in South San Francisco.

BEFORE



San Mateo County Harbor District

Website Directions Save Call

3.5 ★★★★★ 4 Google reviews

Harbor in El Granada, California

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

Address: 504 Ave Alhambra, El Granada, CA 94018

Phone: (650) 583-4400

Autonomous District executive: Virginia Chang Kiraly, President

[Suggest an edit](#)



About 5,520,000 results (0.66 seconds)

https://www.smharbor.com

San Mateo County Harbor District

The mission of the San Mateo 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 ...

Pillar Point 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 › San_Mateo_County_H...

San Mateo County Harbor District - Wikipedia

The San Mateo County Harbor District is an autonomous district created to operate harbor facilities within the boundaries of San Mateo County.



San Mateo County Harbor District

Website | Directions | Save | Call

3.5 ★★★★★ 4 Google reviews

Harbor in El Granada, California

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

Address: 504 Ave Alhambra, El Granada, CA 94018

Phone: (650) 583-4400

Autonomous District executive: Virginia Chang Kiraly, President

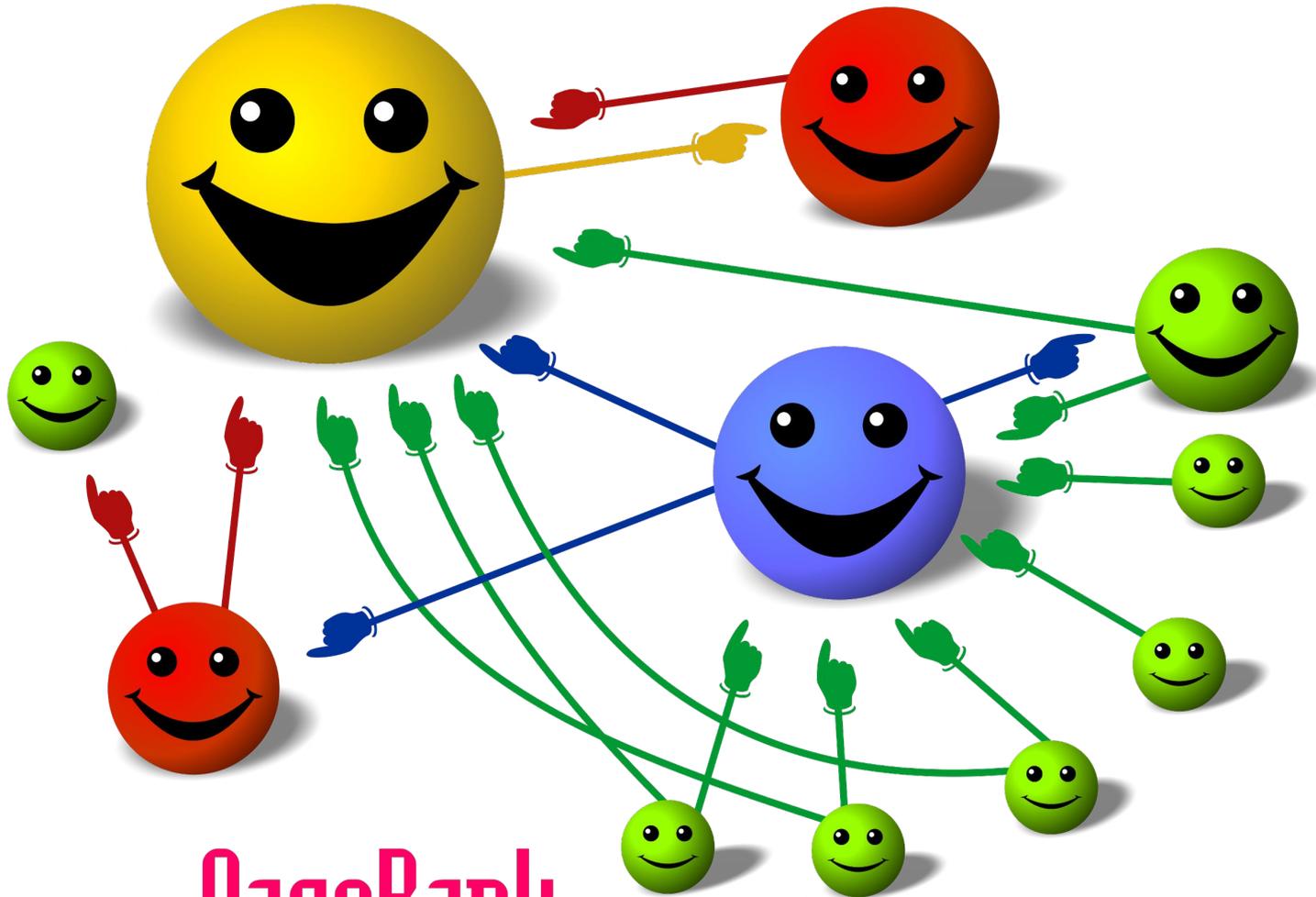
[Suggest an edit](#)



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



PageRank



How people find fake news

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 Twitter there is still an option to set your feed to chronological order, or most recent



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.

What should you write, and when?

Content and delivery guidelines



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...)



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).



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



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



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?





City of New York @nycgov · Feb 10

Sunny with some clouds and a high of 31 today. Time to dig out of the snow and slide right into the weekend. Stay warm!





City of Vancouver  @CityofVancouver · May 12

We are hiring 1,500 people to help with the #Vancouver municipal election  in October. Retweet to spread the word! ow.ly/TFMt30jSAFH #VancouverVotes



Work on the election



**VANCOUVER
VOTES**



Know what to post, where





City of Atlanta

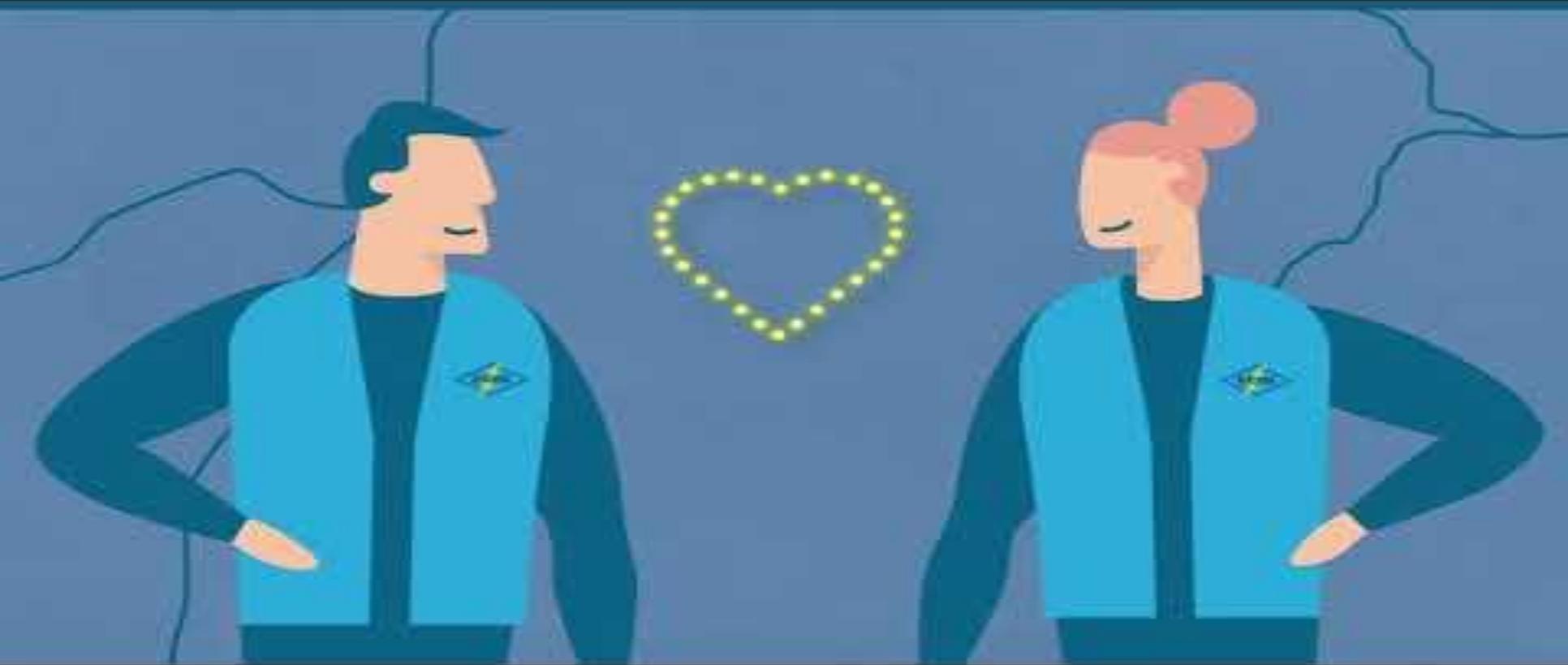
November 30, 2016 · 🌐

If you just moved here, please come to our office to pick up your parking ticket. New residents receive one parking ticket to help them get used to life in Atlanta.



Top Comments ▾









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 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?"





St. Helens Police

@SHPD

Follow

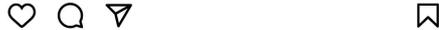


Anyone know a good police chief? We're hiring (sorry to all the good doggos out there, but you must be human to apply) ci.st-helens.or.us/police/page/po...



10:07 AM - 17 May 2018





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 #Toiletdebate



which back in the day
was impressive, I
promise.
And this place had
everything.



Using Integrations to post your website content...

- ✓ Great to post links back to your website to reinforce your brand on social networks
- ✓ Some platforms will penalize posts (like Facebook) that include links, however some initial reports indicated that .govs rank better



Share this page

[Close](#) ✕

Email to
your lists



Share to
Facebook



Share to
Twitter



Share to
Nextdoor

THIS ITEM APPEARS ON

[DISTRICT NEWSLETTER](#)[DONATE HERE!](#)[WATER CONSERVATION
AND THE
ENVIRONMENT](#)

the public safe, and still allow the enjoyment of our parks and open spaces.

Click below to see our statistics

And of course we still spend every day making sure you have clean water and sewer service, too. Check out all the important happenings below!

We wish everyone a safe and healthy fall!



ACME CSD: Parks Re-Opening Notice

We are pleased to announce that our parks are now partially open to the public, with specific guidance. All barbeque, table, and community gathering...

[READ MORE >](#)

ACME BOARD MEETING RESCHEDULED

ACME Board of Directors will no longer be meeting on October 22, 2020. The meeting has been rescheduled for October 27, 2020.

[READ MORE >](#)

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 a 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



Takeaways

1. Think about it / do research before jumping in
2. Have a plan, and don't take on too much at once
3. Choose the right platform for your needs
4. Have a handful of content on standby (and a schedule)
5. Keep your content brief and to the point (know the intent)
6. Have solid policies to follow (CY 🐰), including policies and practices related to records retention



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



Resources

Visit getstreamline.com/social

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

info@getstreamline.com
www.getstreamline.com



Download example policies and other materials and articles





STREAMLINE

Get a Quote

Social Media Talk Recording

Recorded on November 2, 2022



Resources from the talk

- ✓ [PDF slide deck](#)
- ✓ [Example policy language](#) (click to download a.doc file to edit)
- ✓ [Tips on writing effective social media policies](#) (Hootsuite)

Interested in learning more about Streamline for your district? Reach out!

First name*

Last name*

District name*

District email address*

Phone number*

What are you interested in talking about?



Thank you!

info@getstreamline.com
www.getstreamline.com

