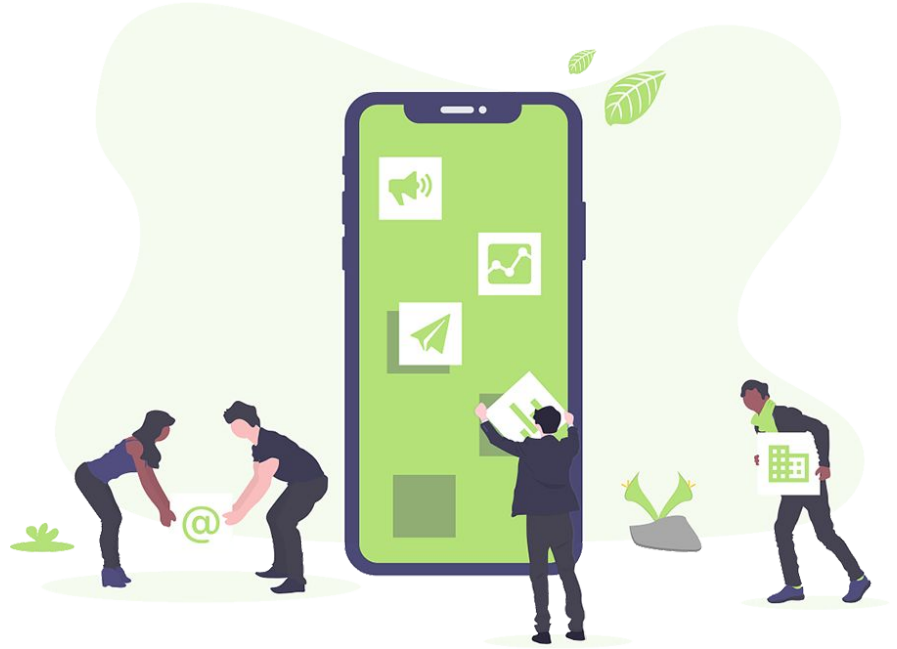


Social media

obstacles and
opportunities for
rec and park
districts



Hello!

I'm Sloane Dell'Orto
Co-founder, Streamline



STREAMLINE

Find us @
StreamlineGov



What we'll cover

With stories and
pop quizzes
for fun!

Should you be worried? General considerations before diving in.

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

What should you write, and when? Content and delivery guidelines.

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

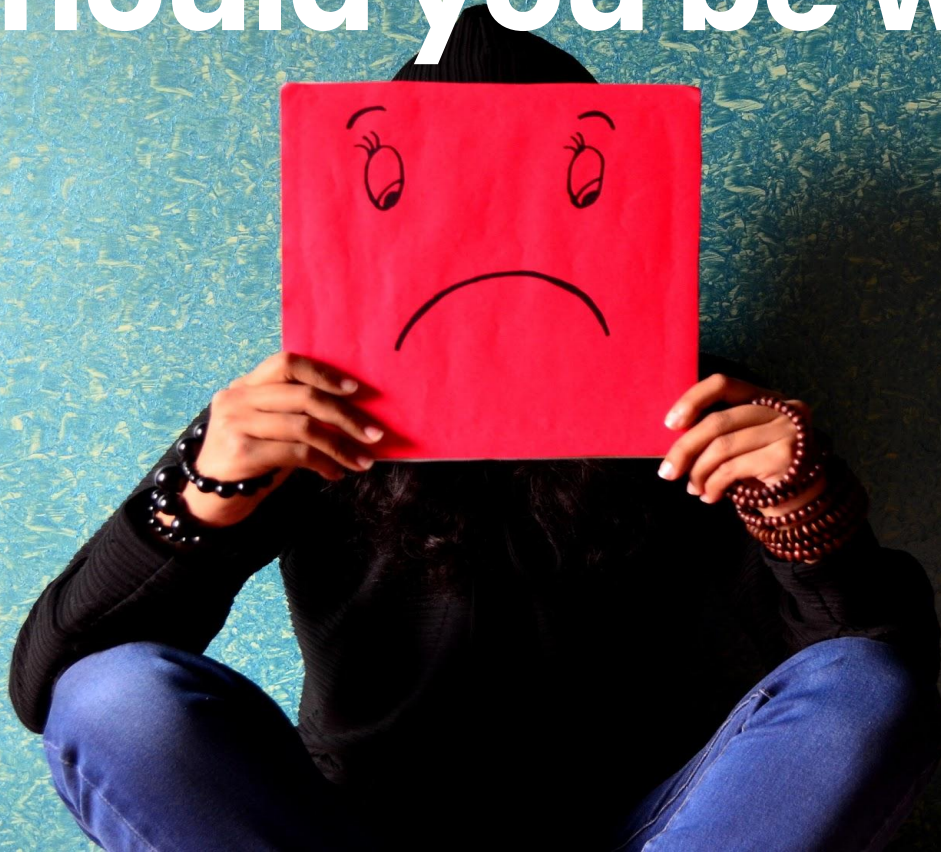
CYA: policies can help cover your ... um ... district.

Online privacy: is it a thing?

Takeaways: resources to help your social media journey.



Should you be worried?



General
considerations
before diving in



Stuff to consider

What if you just ... don't?

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

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





Unofficial: Lafayette City Government



Sloane



Unofficial: Lafayette
City Government

@VisitLafayette

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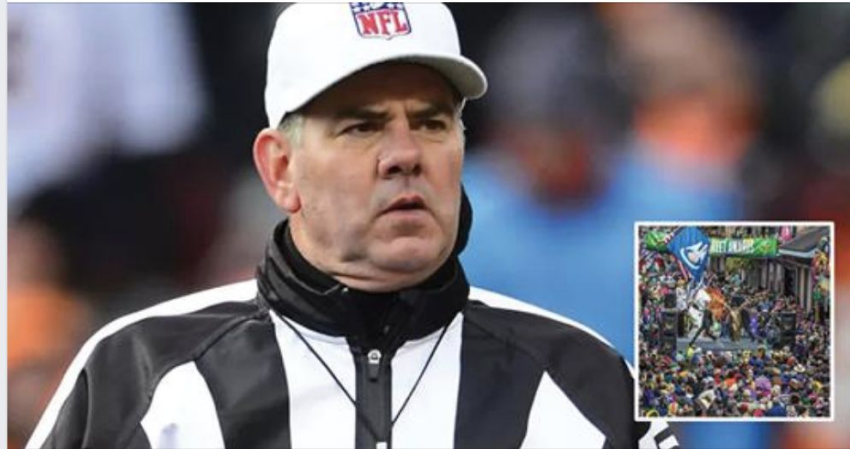
Poll



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



Sloane

Home

Create



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](#)



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.



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!



...

i

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



REGURNUITY I am proud to live in Orangevale and I want to live 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 a 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 use wisely personal differences and put the Orangevale community first.



Eyewatch Specialdistricts

17 hrs · 🌐

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



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



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



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...

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

If you have a hater

Respond respectfully
once or twice ... then stop

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

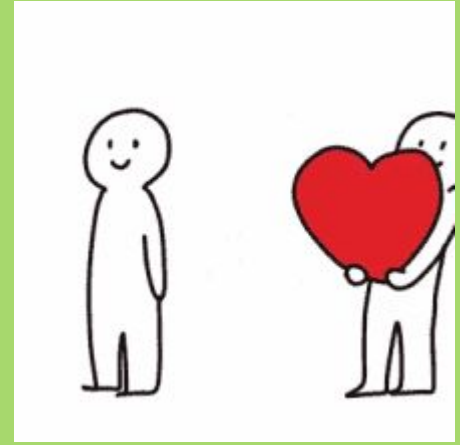
On many platforms you can block users,
but it might get you in trouble*

You can try to report abusive behavior

But know this:



**Not
everyone
will love you.**



Who 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...)



Stuff to consider

Who monitors content?

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



How do you choose a platform?

Facebook,
Twitter,
Instagram,
oh my!



Rule #1: find your peeps

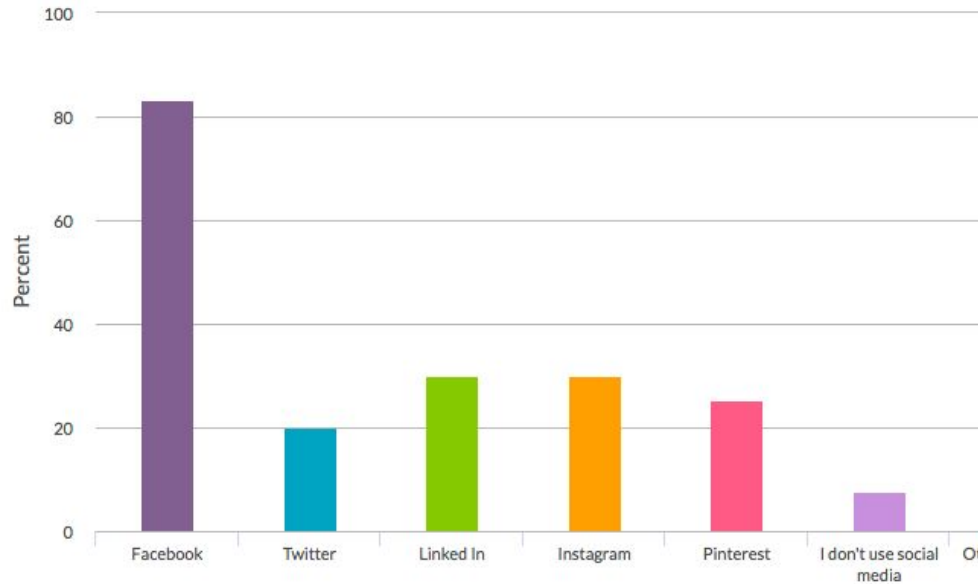
Do some research to find out what the majority of your citizens are already using

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

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



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



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 interesting 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

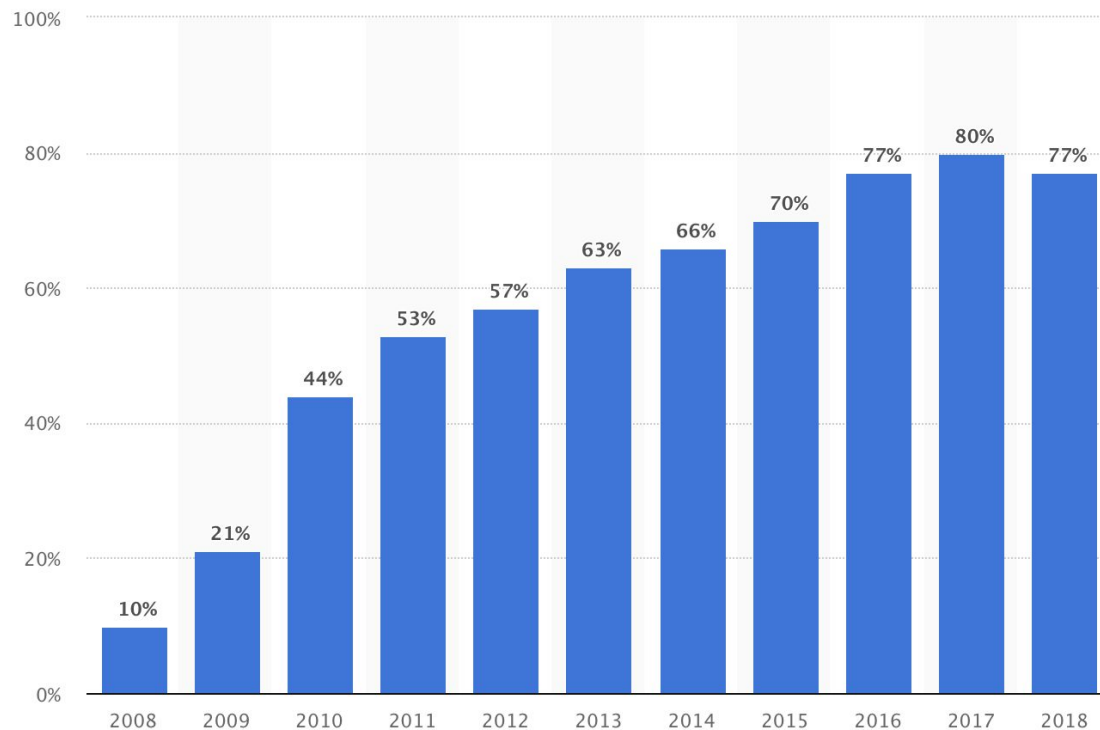
How would you like to receive information from us? (required)

- ☐ 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



0:30

Stop

Poll



Use of different online platforms by demographic groups

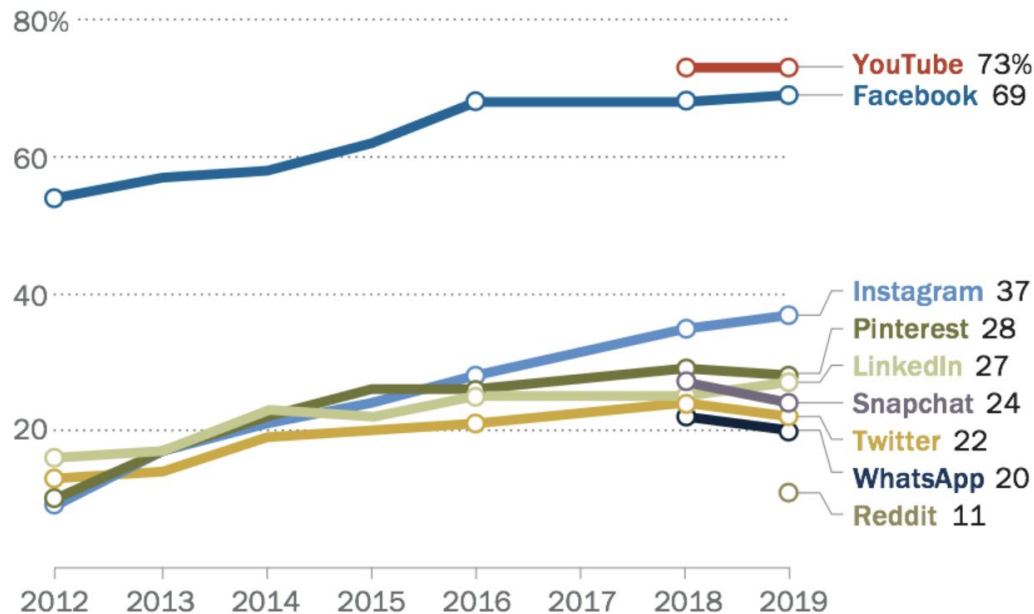
% of U.S. adults who say they ever use the following online platforms or messaging apps

	YouTube	Facebook	Instagram	Pinterest	LinkedIn	Snapchat	Twitter	WhatsApp	Reddit
U.S. adults	73%	69%	37%	28%	27%	24%	22%	20%	11%
Men	78	63	31	15	29	24	24	21	15
Women	68	75	43	42	24	24	21	19	8
Ages 18-29	91	79	67	34	28	62	38	23	22
18-24	90	76	75	38	17	73	44	20	21
25-29	93	84	57	28	44	47	31	28	23
30-49	87	79	47	35	37	25	26	31	14
50-64	70	68	23	27	24	9	17	16	6
65+	38	46	8	15	11	3	7	3	1

US social media usage among adults

Facebook, YouTube continue to be the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use the following online platforms or messaging apps online or on their cellphone



Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp. Comparable trend data is not available for Reddit.

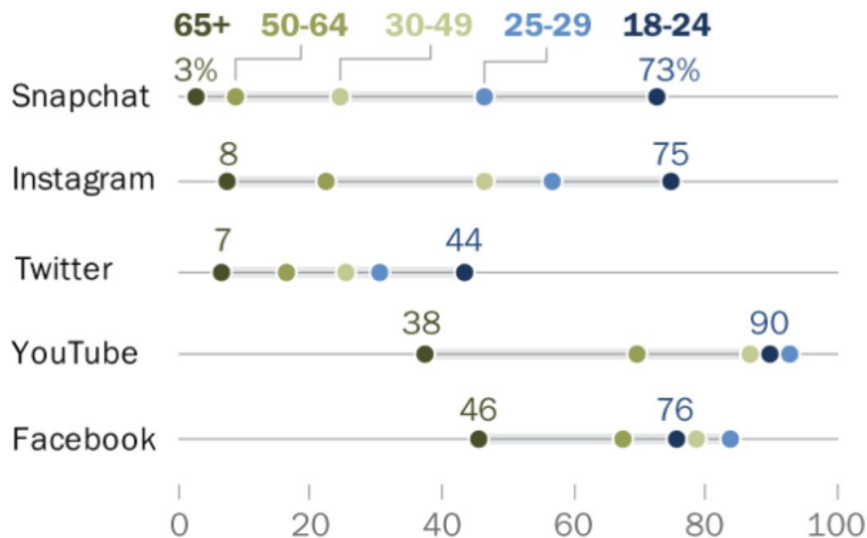
Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

US social media usage by age group

Snapshot and Instagram are especially popular among 18- to 24-year-olds

% of U.S. adults in each age group who say they ever use ...



Note: Respondents who did not give an answer are not shown.

Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

Rule #2: know how it works

Understand what functionality will work best for your district

- Facebook: 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
- Snapchat: Good if your audience is 12



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



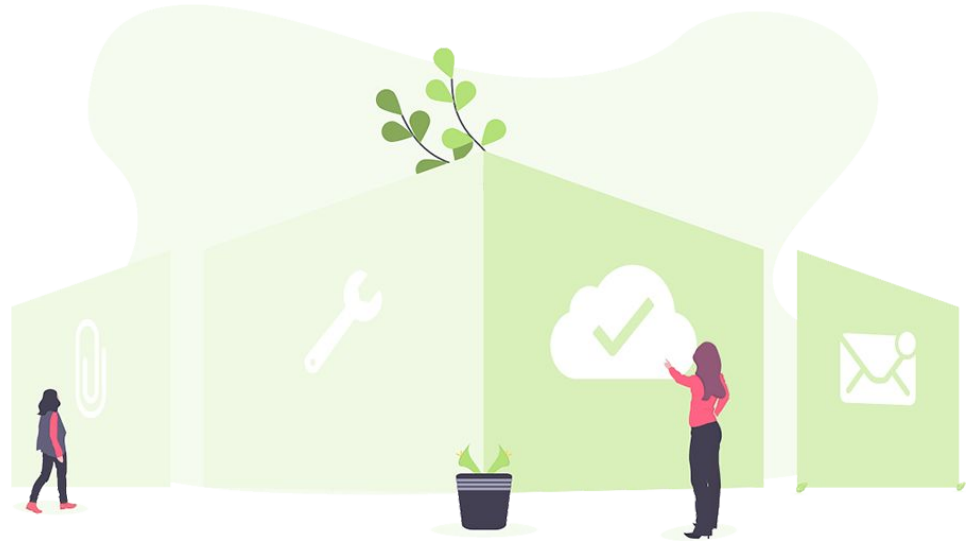
What should you write, and when?

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).



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



Then skip the schedule

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 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 ▾





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!



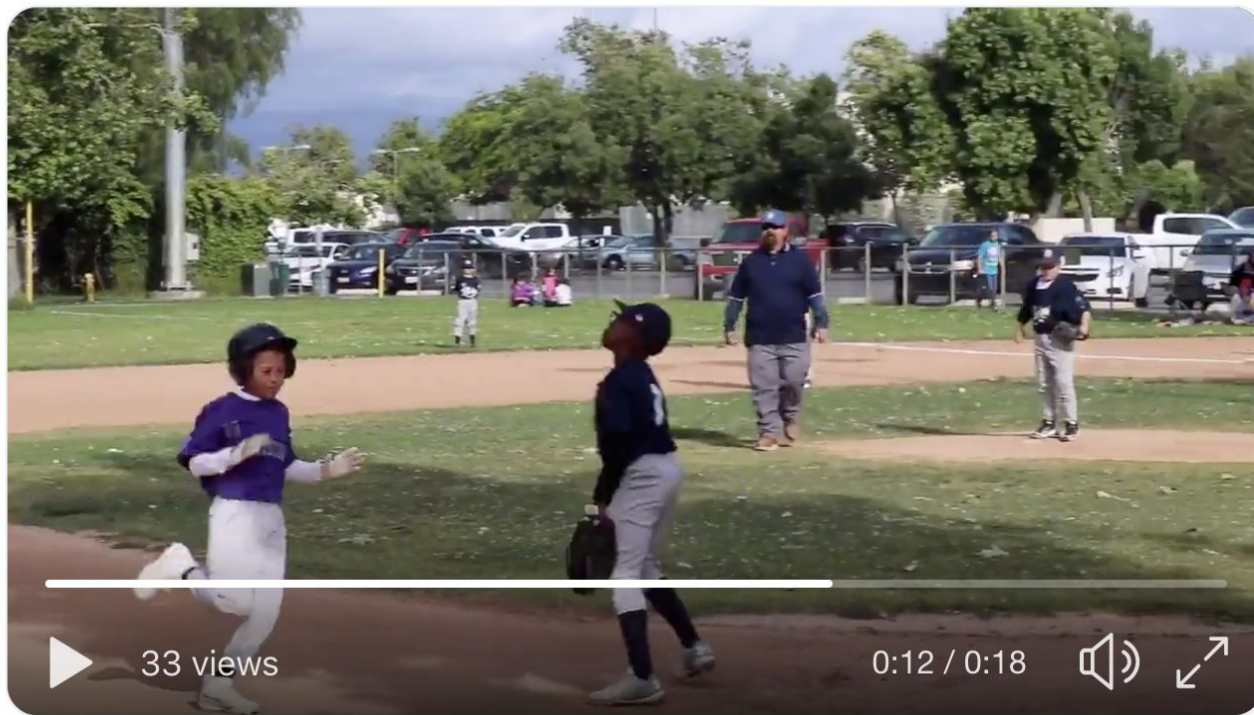


Valley-Wide Rec @valleywiderec · May 22



HOME RUN!

#WednesdayMotivation #baseball #HomeRun #fun #GoRecreation





CarmichaelRec&Park @Carmichael_Rec · May 17



Did the rainy weather keep you from playing? If so join us for some indoor pickleball. Tonight is our final Friday night of the spring, come out to the La Sierra Community Center and play, 6pm-9pm We are also open Tuesday and Thursday mornings from 9am-12pm [#CRPD](#) [#Pickleball](#)



0:30

Stop

Pop quiz for prizes

Pop quiz

btw wth is up with all the
#hashtags?



#hashtags are used to categorize content

People do research by searching specific hashtags. Using hashtags of interest to your audience increases engagement.

Rules: #nospaces #nopunctuation #nospecialcharacters
#CapitalizationOnlyMattersForReadability



Keep it brief and focused!



Our online attention span is
about 8 seconds

This is one second less than your
typical goldfish*



Know what to post, where

If you have multiple social media accounts,
use them in different ways.

Facebook: who
Twitter: now
Instagram: what
YouTube: how



 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 





Transportation
Security
Administration ✓

@TSA

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Like



Follow



Share



Transportation Security Administration

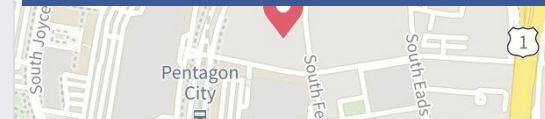
21 hrs · 🌐

Traveling with a small child can be challenging, especially if they are feeling a bit under the weather. You'll feel better knowing that liquid medications are allowed through the security checkpoint, even if they are over 3.4 ounces. Just be sure to inform the officer before screening begins.

For more information on traveling with medications, visit:
<https://www.tsa.gov/travel/special-procedures>



facebook®



601 12 Street South (2,288.04 mi)
Arlington, Virginia 20598

[Get Directions](#)



www.tsa.gov



Government Organization



Hours
Always Open



[Suggest Edits](#)



Page Transparency

[See More](#)

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.



Page created - April 18, 2017

English (US) · Español · Português (Brasil)
· Français (France) · Deutsch





tsa
Lihue, Hawaii

View Profile



Instagram



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?"





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/mdWqoHij5

♡ 387 11:22 AM - Apr 22, 2014



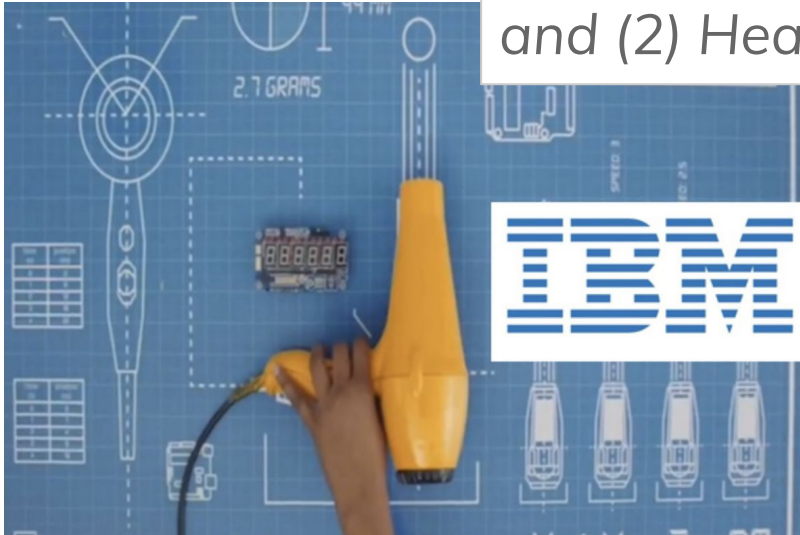
💬 1,048 people are talking about this



Fails

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

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





HOME ABOUT US COLLECTION CONTACT US



COLLECTABLE
STRING DOLLS



So what do you do?

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



So what do you do?

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

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

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





Donald J. Trump

@realDonaldTrump

Follow



My use of social media is not Presidential -
it's MODERN DAY PRESIDENTIAL. Make
America Great Again!

3:41 PM - 1 Jul 2017

55,437 Retweets **194,865** Likes



76K



55K



195K



J.D. Durkin ✓

@jiveDurkey



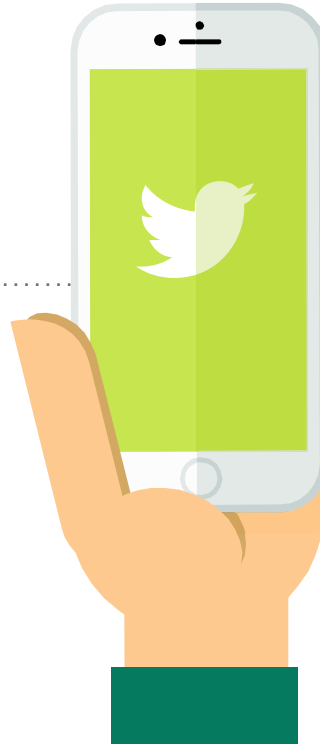
NEW -- important update to this -- thanks to [@KatieFallow](#) and [@knightcolumbia](#), I've been officially UNBLOCKED by [@realDonaldTrump](#) after 14 months

did I miss anything

FIRST AMENDMENT CONSTRAINTS

Public Agencies Cannot Prohibit

Comments critical of
you or your district
based on policy issues



Comments based
on the viewpoint
expressed



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*



0:30

Stop

Pop quiz for prizes

Pop quiz

On Facebook, is it better to hide comments, or delete them?



Hiding is worse.

- No notification or other indication is sent to the person who posted the comment.
- On Facebook the commenter, and his or her friends, can still view the comment. (They can even continue the conversation by replying, without knowing that the comment is no longer public on your page.)



The Brown Act and Public Records Act

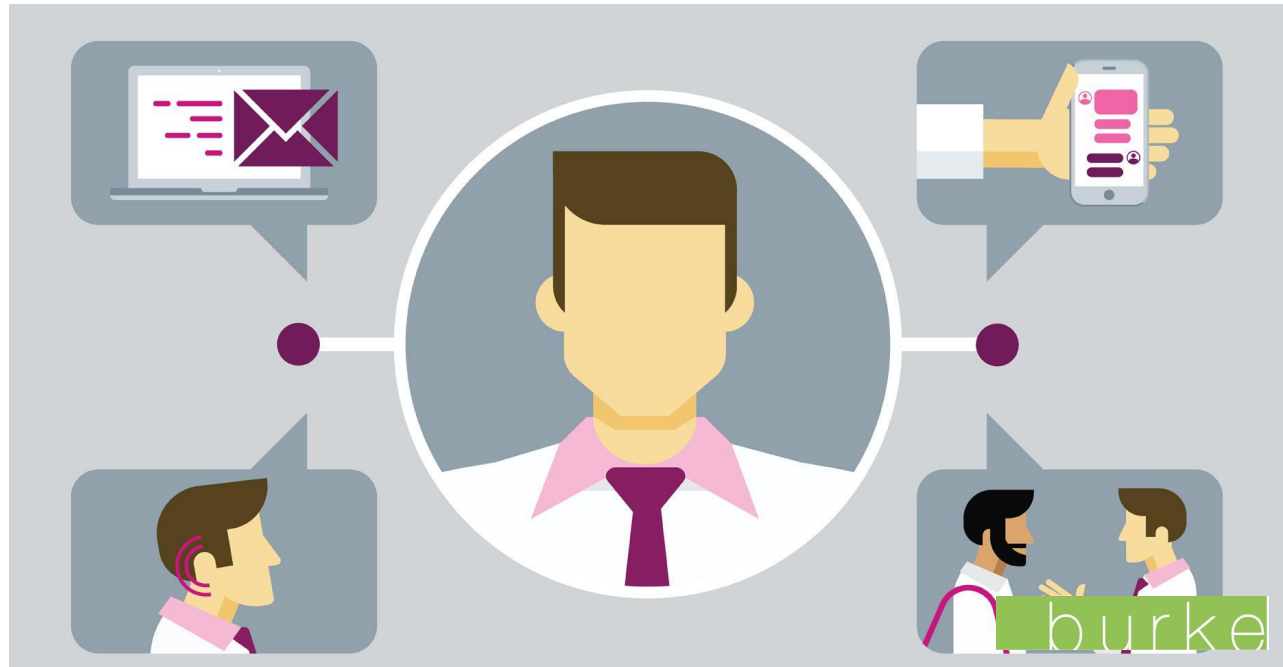
As they relate
to social media





PUBLIC RECORDS ACT

“Records” include all communications related to public business “regardless of physical form or characteristics, including any writing, picture, sound, or symbol, whether paper...magnetic or other media.”



ELECTRONIC RECORDS

Electronic records are specifically included.

Govt. Code Sec. 6252(e).

Is your district's social media covered?



- Content that has to be produced includes anything that relates to the conduct of government, regardless of the platform used to publish it
- Polls, surveys, data collection
- Retention guidelines are based on content, not medium
- What about comments and deleted content? (Document!)

What about private devices?

City of San Jose v. Superior Court

EMAILS & TEXTS

Emails and text messages by public officials are subject to the CPRA regardless of location, including personal accounts and devices



COMPLIANCE

Claiming that the records are not on entity email accounts, computers or servers is NOT enough for compliance now



AS AN OFFICIAL

You, as an official, may now be required to:

- search your private emails or personal phones for responsive records if you use your private email account or personal phone to communicate with others concerning public business; and*
- certify or provide a factual basis as to whether responsive records exist and/or withheld*





Is My Personal Social Media Page Covered by the PRA?

- Were public resources used?
- Is there a definable, well-publicized use for the site, i.e., acting as a candidate, purely personal use, or a separate business use?
- Do users visit the site based on your personal or official contacts?
- Is it being used for any official purpose?

SOCIAL MEDIA AND SERIAL MEETINGS

A “Serial Meeting” is a series of communications that individually do not include a quorum but collectively involve a quorum

- California courts have not definitively ruled on the issue of on-line communications between elected officials and the Brown Act
- However, the usual serial meeting rules likely apply

HYPOTHETICAL

A local newspaper writes an online article critical of your District's proposal to build a new community center. Dozens of comments by members of the community are posted online in response to the article. One Board Member reads the article and posts her own comment about the issue. A second Board Member also posts a comment. A third Board Member "Likes" the comments of the first two Board Members.

Has the Brown Act been violated?



AB 992 (2019 – Pending)

- Brown Act would not apply to social media engagement by elected official IF a quorum does not discuss specific business within their jurisdiction
 - Individual posts are ok
 - But do not respond directly to posts of other electeds
 - “Discuss” does not include emojis



The internet has been compared to the wild west.

This makes social media full-on anarchy. :)





**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



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



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

[Robin Ladd](#) 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

An Indianapolis suburb removed social media pages for the city and its police department after a lawsuit accused it of violating residents' First Amendment rights by removing posted comments.

"When a government entity opens up a space for public comment, it cannot regulate those comments based upon someone's viewpoint," Mensz said. The women are not seeking compensation, but want their comments reposted. According to the ACLU, the two women's posts posed valid questions about crime reporting in the city...



Spending the whole day at the office
catching up with your old college
buddies on Facebook...



**WHEN YOU'VE BEEN POSTING ON
SOCIAL MEDIA AT WORK ALL
MORNING**

**AND YOUR BOSS LIKES YOUR
PICTURE**

Why Most Government Social Media Policies Suck

“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



Online privacy



Online privacy

- Can you keep data private on social media? **(Nope.)**
- Data mining is a real thing
- Advertisers aren't the only ones interested in your data
- Many apps track your location and more



Online privacy

- Enable the privacy settings that make sense for your situation
- Know that even direct or private messages may wind up exposed



Takeaways and resources



To help on your
social media
journey



Takeaways

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



Resources

Visit engage.getstreamline.com/social

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



(916) 900-6619

sloane@getstreamline.com

www.getstreamline.com

