Best Practices for Managing Social Media & Gossip

Webinar 10:00 – 11:30 a.m. Pacific Time, Thursday, November 5, 2015

Cal-ICMA Coaching Program in partnership with ICMA State Associations: Colorado, Georgia, Illinois, Massachusetts, Michigan, Minnesota, Missouri, North Carolina, Oklahoma, Oregon, Pennsylvania, Texas, Utah, and Wisconsin

*** Advance registration required for this no-charge webinar: https://attendee.gotowebinar.com/register/8513643142664267777

Webinar Topics:
1. What are the challenges and opportunities that social media pose for local government?
2. How have agencies developed ways to engage and manage social media effectively?
3. What does the future of social media hold for local government and how do we prepare?

Presenters:
* Kristen Wyatt, co-founder ELGL, Asst. City Manager, West Linn, OR
* Joseph Gacioch, Asst. City Manager, and Kara Sokol, Director of Community Engagement, Ferndale, MI
* Tom Lorenz, Director of Communications & Community Relations, Glendale, CA

Audience: all employees

Note: please white list or allow sender for "customercare@gotowebinar.com" to receive confirmation email for the webinar.

We’ll be using webinar tools (including real-time questions and live polling) to make this a great opportunity for audience interaction.

1. Register in advance for the webinar:
There is no charge for participating in the webinars, but each requires advance registration. Note: please “white list” or “allow sender” for emails from "customercare@gotowebinar.com" to receive confirmation email for the webinar.
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2. Connect with the webinar and audio:
Use your logon information from the email confirmation you receive via email from GoToWebinar. We recommend the telephone option dial-in number provided by GoToWebinar for sound quality. Depending upon your internet connection, VOIP option for audio (computer speakers) can have delays or sound quality issues.

3. Ask questions:
You may submit questions anonymously via email to Cal-ICMA@DonMaruska.com in advance or via the webinar during the panel discussion. As moderator for the session, Don Maruska will pose the questions.
4. Presenters’ presentation materials: We post these with the agenda at “Agendas & Archives” tab of www.cal-icma.org/coaching. The PPT will be available at least 2 hours before the webinar.

After a webinar occurs, a digital recording along with the PowerPoint materials and results of the polling questions will be available after 24 hours at the "Agendas & Archives" tab of www.cal-icma.org/coaching.

Post-Webinar Group Discussions

Many agencies are organizing groups to participate in the webinars (live or recorded) and discuss the topics among themselves after the webinars. Some are summarizing their discussions and distributing them to managers throughout their organizations. Use the Coaching Program as an effective way to enhance professional development in your agency. Here are some discussion starters for this session.

a. What social media tools are we using and where do we have concerns about effectiveness?
b. Which policies and procedures appear useful for our agency?
c. What are the next steps we’d like to take?

MORE RESOURCES--See the "Coaching Corner" at www.cal-icma.org/coaching for valuable resources to boost your career. Sign up for the complimentary email list to keep informed of future Cal-ICMA sessions and resources at www.cal-icma.org/coachingList.

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Enjoy the resources and support to thrive in local government.

Don Maruska, MBA, JD, Master Certified Coach
Director, Cal-ICMA Coaching Program
Author of “Take Charge of Your Talent” www.TakeChargeofYourTalent.com
Kirsten Wyatt, Assistant City Manager, West Linn, OR

Kirsten Wyatt is the assistant city manager for the City of West Linn, Oregon. She began her tenure with West Linn in 2007, when she was hired as a finance analyst and was promoted to the Assistant to the City Manager position in 2008, and to Assistant City Manager in 2009. Prior to her work with West Linn, she was an education finance analyst for the Virginia Department of Education; and a management intern for the Town of Chapel Hill, North Carolina. She graduated from the University of North Carolina, Chapel Hill with an MPA in 2004, and from Willamette University with a BS in Politics in 1999. She is also the cofounder of ELGL, a big tent local government organization dedicated to connecting, communicating, and educating about local government and public service. Learn more online at ELGL.org or @ELGL50.

Joe Gacioch, Assistant City Manager, Ferndale, MI

Joe Gacioch is the Assistant City Manager for the City of Ferndale. He earned his bachelor degree in Hospitality Administration from Eastern Michigan University, and a master’s degree in Public Administration from Wayne State University. Joe serves as a member of the Alliance for Innovation’s nextERA Advisory Group and is actively involved in the Michigan Local Government Management Association (MLGMA). Joe has served in the City Manager’s Office for the past four years. Prior Ferndale, Joe served the City of Ypsilanti’s City Manager’s Office. Joe is a marathoner, a home brewer and avid craft beer enthusiast. Please contact him on LinkedIn (Joseph Gacioch) or follow him on Twitter @JosephGacioch

Kara Sokol, Director of Community Engagement, Ferndale, MI

Kara Sokol is the Director of Communications and Community Engagement for the City of Ferndale, Michigan, where she leads print, digital, and social media initiatives. She has a master's degree in professional/creative writing from Northern Michigan University and a bachelor's in English from Oakland University. Kara has been writing professionally for ten years, specializing in organizational branding/voice, magazine
editing, and higher education and municipality/nonprofit communications. She considers herself lucky to call Pure Michigan—currently north of Detroit—home.

Tom Lorenz, Director of Communications, Glendale, CA

Tom Lorenz has been with the City of Glendale for 31 years and was appointed as the Director of Communications and Community Relations this past year. He oversees Public Information, Community Outreach, Graphic Design, Film & Special Event Coordination, and the seven-time Los Angeles Area Emmy Award winning government access station, GTV6.

Tom began his career as a law enforcement officer in the 1980s with the Glendale Police Department. He investigated high profile cases with the U.S. Drug Enforcement Agency, U.S. Attorney’s Office, and the Los Angeles Inter-Agency Apprehension Task Force. He has investigated several local and international high profile cases; some leading to the identification of corruption in government and law enforcement organizations.

This background helped Tom develop tactical communication strategies and assisted in the mitigation of significant events concerning local government and elected officials. Tom has spoken on the topic of Communications, Social Media and E-Hostility at a number of conferences this past year.
Coaching Program: 12th year
Preparing the Next Generation Committee

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Overview of Session

1. What are the challenges and opportunities that social media pose for local government?
2. How have agencies developed ways to engage and manage social media effectively?
3. What does the future of social media hold for local government and how do we prepare?

Presenters:
- **Kirsten Wyatt**, co-founder ELGL, Asst. City Manager, West Linn, OR
- **Joseph Gacioch**, Asst. City Manager, and **Kara Sokol**, Director of Community Engagement, Ferndale, MI
- **Tom Lorenz**, Director of Communications, Glendale, CA
- **Don Maruska**, Master Certified Coach, Director, Cal-ICMA Coaching Program

...and polls and questions along the way.
Polling Question #1

How many people are participating at your location?
The Lay of the Land

Municipal Social Media Use

Kirsten Wyatt
ELGL & West Linn, Oregon
Mainstream Social Media

- Twitter
- Facebook
- LinkedIn
- YouTube

West Linn Social Media Use

Yes  No
Twitter
It started out of Hillsboro, and with a few key strokes and the click of a mouse the message spread to Tigard, West Linn, Beaverton and Washington County.

Within the message was a specific challenge: Which of the five government bodies could reach 2,014 followers on the social networking site Twitter by the end of 2014?

The challenge, which was formally announced Dec. 30, is a friendly competition, but one that West Linn Assistant City Manager Kirsten Wyatt takes seriously. As the voice behind the @WestLinnUpdate Twitter account — which had 735 followers as of Tuesday — Wyatt is well-aware of the importance of social media savvy.

“We’ve been trying to increase all of our social media, so this fit with what we’re doing right now,” Wyatt said.
Twitter

Tagging community partners

Real-time quote

Compelling picture
Facebook
Facebook

Hashtag

Reach

Administrator metrics
Facebook

Encourage a conversation

Ask a question

City Government of Ferndale, Michigan

October 22 at 11:25am

A new life for the former Sav-A-Lot site—what are your thoughts? Join the conversation #FerndaleExchange

Ferndale9Living, a new apartment development, was approved for the former Save-A-Lot Site.

What do you think of the project? Join the conversation.

FERNDALE-EXCHANGE.ORG

51 people like this.

24 shares

View 9 more comments

Brian Clark I wish every new condo/loft building didn’t look the same, but it’s better than nothing for years of three more restaurants. The demand is there for these developments.

It’s too bad we don’t have a better public transit system that would lessen the need for parking. I’d much rather ride than drive.

Like · Reply October 22 at 8:35pm

Gerry Priore The city should require that any new condos built provide under building parking. Two cars per each unit.

Like · Reply · October 23 at 8:57am
Facebook

Use videos
YouTube
LinkedIn

The City of Pearland, pronounced “pear-land”, like the fruit, is a full-service municipal government located along the Gulf Coast region in the US state of Texas within the Houston–Sugar Land–Baytown metropolitan area and is in the counties of Brazoria, Fort Bend, and Harris. Pearland, with more than 100,000 residents is rated the fastest-growing community in the Houston region and the second-fastest in Texas based on the 2010 census.

The City provides high-quality public safety, parks and recreation, public works and infrastructure, and economic development services to businesses, visitors and residents. The City of Pearland operates under the council-manager form of government with professional administrators and staff working in tandem with elected officials and the community. For more information on joining our diverse team, visit http://pearland.applicantpro.com/jobs/.

Specialties
Economic Development, infrastructure, public safety, budgeting and finance, citizen engagement, roads and utilities, parks and recreation, emergency management, local government

Help recruiters find you
Members with a position get 3 times more profile views.
Emerging Social Media

NextDoor

Reddit

Yelp
NextDoor

**City Administrator View**
*Post messages only*

**Citizen View**
*Post messages, respond to messages*
Yelp

City of Portland

Write a Review

Public Services & Government

1221 SW 4th Ave
Portland, OR 97204
Southwest Portland, Downtown
Get Directions
(503) 823-4000
hoYTarboretum.org

Food carts are everywhere!
by Porsche C.

See all 218 photos
# Logistics

**Who**
- *Existing staff, or hire dedicated staff?*

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Which trusted staff members have an existing aptitude and interest?</td>
<td></td>
</tr>
<tr>
<td>Do your job descriptions include social media as a desired skill (similar to MS programs, etc.)?</td>
<td></td>
</tr>
<tr>
<td>Does your community appetite for social media support a dedicated staff person?</td>
<td></td>
</tr>
</tbody>
</table>
Logistics

What

○ What works best for your community?

Which social media platforms are most popular in your community?

What trade-offs will you make in communications to support social media sites?

Is social media feedback valued and meaningful by your decision making bodies?
Logistics

***When & Where***

- *How will you manage a social media presence?*

- *What is your expected response time for social media interactions?*

- *Will you provide technology tools (phone, computer, data plan, etc.) to staff members managing social media tools?*

- *Do your existing bargaining unit contracts support the 24/7/365 nature of social media interaction?*

- *Do you have a plan for keeping track of the public records you create?*
Logistics

Why

Is your community ready for social media?

- Do your elected officials use any social media platforms?
- Are the trade-offs in communications acceptable to your citizens?
- Will you value the feedback you receive on social media as much as in-person testimony?
How: Top Ten List

10. Assess community values
9. Understand available social media tools
8. Review current staffing capacity
7. Understand bargaining unit contract requirements
6. Procure technology tools to be effective
5. Write a policy that encompasses changing nature of social media
4. Copy best practices from more established municipalities
3. Challenge other jurisdictions to immediately boost followers/friends
2. Report out engagement metrics to governing bodies
1. Have fun, talk like a human (not a bureaucrat)
Resources from West Linn


Social media privacy statement: https://westlinnoregon.gov/privacy
Kirsten Wyatt

http://elgl.org
kirsten@elgl.org
@kowyatt
Polling Question #2

Which of these social media tools is your agency using?
Step 1 - Overhaul the hub & take back control!
Candy for Local Governments!
City sans Communications Dept. Helping to manage the message
Humanity has left the Information Age and entered the Shift Age. We have entered perhaps the most transformative time in our history. The speed of change has accelerated so much that it is now become environmental, we live in an environment of change. It is a time of great stress between the legacy thinking of the past and the new emerging thinking and reality of the Shift Age.
Designing for 2025: Recognizing the Shift Change

- Reorganization
- Workplace Environment: Talent attraction/retention

Example New Positions:
- Chief Innovation Officer (CINO)
- Director of Community Engagement

On the horizon:
- CRM Analyst/311 Helpdesk Services
- Consortium???
Analytics: stats on the rise

Twitter
- 1,059 È 1,395 total followers
- 341.2 Avg. impressions, per tweet (+67.9 increase)
- 7,862 Avg. impressions, per month (+301 increase)

Facebook
- Fans: 1,812 È 2,639
- Avg. fans gained per month +39% increase
- Avg. monthly reach 7,632 È 21,240!
Increased engagement & fan support
Without looking, can you name the last five things your fans and followers told you on Facebook and Twitter?
Active listening

- Get to know your audience
- Identify frequently asked questions
- Learn the areas of your organization that need to be explained, developed, or improved
- Find out how staff are perceived
- Evaluate your events, initiatives, and marketing campaigns
- See which of your content is performing well (and which isn’t)
- Hear about trends, happenings, and the organic “cool factors” in your city
- Spy and steal!
Organizations often...

- Turn off page posts
- Pay fleeting attention to comments or directed Tweets
- Ignore PMs and messages, or take days to respond
- Engage only with positive comments/mentions

...And then wonder why their audience isn’t responsive to the content they publish.

Can you imagine opening an office or help desk and ignoring 75% of the customers, or staffing it for only a few minutes a day?
The least exciting and most time consuming aspect of social media management—and the piece most often overlooked or deemed unworthy of expending time/resources—is by far the most important.
Every minute on Facebook:
- 510 comments are posted
- 293,000 statuses are updated
- 136,000 photos are uploaded

Every day on Twitter:
- 500 million Tweets are sent

Every day on Instagram:
- 70 million posts are made
With so much traffic, it’s naïve to think that our audience members will come directly to us with questions and concerns—yet that’s exactly what many organizations assume.
Case study:
Ferndale Dog Park
**Violet Smith**  
*September 17*

**SMALL DOGS NEEDED AT HILTON AND UNIVERSITY STAT!!!**

**Pass to the Dog Park:** $40  
Tennis Ball found in park $0  
Stick found in park: $0  
Tired Dog: Priceless

**Mike McConnell**  
*September 16*

Dog owners visiting Ferndale's new dog park before it officially opens like what they see.

**Pet owners give barking good reviews to Ferndale’s new dog park**

Dozens of dog owners are already showing up each evening with their pets to sniff around Ferndale’s new dog park before it officially opens next month.

*DailyTribune.com*
I can't afford Ferndale's dog park

Matt Helms
September 15 • Ferndale, MI

Is the dog park fee too much? We will vote with our dollars and send a message to the city that way. If a lot of people pay the $50, Ferndale will likely continue to charge that amount, with a $40 renewal. If many people do not join up, they will have to reconsider. Simply stated, It's up to the collective us.

Carolyn Rain Gentry
September 15

For just 11 cents a day your dog can enjoy the dog park. Queue Sarah McLachlan...

Owen Strzelewicz
September 14 • Detroit, MI

Since the parks/roads proposal has been mentioned several times in the dog park post, I'd like to know when in the hell our streets are going to be fixed.
I've waited a few months before asking but I have not heard or read anything.
The conditions of so many streets are just completely unacceptable and to top it off they keep running the street sweepers that are the ones tearing it all up.
Double whammy - total cost to run the street sweepers each day and the continual damage they cause. I can't believe this is how the city is run. Carry on.

Jen Huebel
September 15

17 Likes 3 Comments
Michigan Sun @michigansun · Sep 16
Ferndale unveils new dog park: FERNDALE, Mich. (WXYZ) - Ferndale has just completed a new park for your po... bit.ly/1UViccX

The Now Detroit and 69 others follow
Detroit News Now @detroitnewsnow · Sep 15
Ferndale unveils new dog park divr.it/C9Fm36 #detroit

Paws in the Park @pawsinthepark · Sep 15
New fun place for your four-legged friends. fb.me/2RCv5bcU7

Christy Strawser @cstrawser1 · Sep 15
Making friends at the new #ferndale dog park. #dogsofinstagram #furbabies @ Wilson Park instagram.com/p/7qvg-Ot1KX/

Kerby Hickman @kerrhy · Sep 15
Only #Ferndale could X up a dog park. Take a class and $50? It's smaller than my parents back yard. Get with it!!
Action plan for successful listening
+ great engagement

Step 1
Turn on Facebook page post and comment features and read PMs, messages, and directed Tweets.

Step 2
Designate one or two people in your organization responsible for monitoring/listening and engaging.
• These people will be your unofficial spokespeople and brand ambassadors, so choose wisely—this is probably not a job for the already-too-busy administrative assistant or college intern.
Action plan for successful listening
+ great engagement

Step 3
Have a plan for what to do with the information, comments, and complaints.

• Response hierarchy.
• Handled on or off social media?
• Follow up.
Action plan for successful listening
+ great engagement

Step 4
Decide which secondary sites you’re going to monitor and/or engage with—and stick to it.

• “We’ll keep an eye on them all” = not feasible.
• Where is the need for representation greatest?
• Do you trust the administrators or moderators?
• Be helpful while actively working to move conversations to more appropriate locations.
• Have an internal policy: will your elected officials speak for themselves? Is staff allowed to engage?
• Reevaluate regularly.
Polling Question #3

Which of these action steps would be desirable for your agency?
Action plan for successful listening
+ great engagement

Step 5
Use a tool like HootSuite to monitor hashtags, mentions, and other methods your audience may be using to converse with you.

Step 6
Pay some attention to analytics, graphs, and stats—but not too much.
- Social media monitoring and engagement is about people, stories, and feelings.
- Goal should be to learn about and connect with your audience, not boost “likes” or raise stats.
- If you listen well and engage authentically, the stats will show it.
Action plan for successful listening + great engagement

Step 7
And finally—and most importantly—engage.

- Engagement is not about having all the answers, broadcasting fan stats, or spending hours “back-and-forthing.”
- Always be honest and transparent.
- Use an authentic voice; be a person, not an organization.
- You’re a traffic director, not a detective—provide information and connect people to resources; leave the rest to the experts.
- Customer service is key—treat every social media interaction as if it were a person walking into your office and initiating a conversation.
Polling Question #4

Which of these additional action steps would be desirable for your agency?
e-hostility

SOCIAL MEDIA MITIGATION

Tom Lorenz
Director of Communications
City of Glendale, CA

#MyGlendale california
It’s not IF it is going to happen
It’s WHEN it is going to happen

More often than not, GOVERNMENT tends to react
Citizens Against Virtually Everything
Same Ten People

...Get Their Squeaky Wheels Get Greased
e-hostility psychosis

- Accidental
- Intentional
- The “Troll”
- Elected Officials
anatomy of an e-hostile troll

Eyes - decreased vision from staring at a computer screen incessantly.

Nose - Keen to smell like fear and the lack of confidence in others.

Mouth - his emails equate to his repulsive breath.

Fingers - are coated with potato chip crumbs that continually move across the keyboard.

Hands - constricted into fists.

Brain - the size of a peanut and where mischief is concocted.

Ears - too stubborn to listen to one's own self-conscience.

Muscles - atrophy from lack of use.

Lungs - filled with hot air.

Heart - incapable of empathy for others and is driven by rage and jealousy.

Stomach - is constantly being filled with junk food to compensate for their own unhappiness.

Feet - gets a kick out of putting their own foot in their mouth.

DISCLAIMER: Any likeness or similarities to any individual(s) is purely coincidental.

Compliments of: City of Glendale, California glendale® myglendale @myglendale

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e-hostility

Quick Reference Guide to dealing with negativity in social media

Scan

POSTING
Is the posting positive, balanced and accurate?

REASON: For every action there is an equal or greater opposite reaction.

NO

LET IT STAND
No response necessary.

TROLLS
Is the site or poster making a prejudicial attack?

RAGE
Is the posting raring with hate and profanity?

MISGUIDED
Are there inaccuracies in the posting?

UNHAPPY CUSTOMER
Is the posting a result of a negative experience?

YES

SHARE SUCCESS
Is there an opportunity to share a story about the organization?

YES

MITIGATION
Utilize your platforms to post accurate information on the subject. Remember the following tips...

Compliments of: City of Glendale, California glendale® myglendale @myglendale
UNDERSTANDING THE HOSTILITY
First seek to understand, then seek to be understood.

GIVE IT TIME:
Most posts rarely ever need an immediate response, give it time, think it through.

CLEAR MIND:
Most inappropriate communication comes from emotions. Have a clear mind and don't respond with the same emotional approach.

SAY LESS:
Say more with less. Short, concise responses will go a long way.

BE STRONG:
Keep your shield up and don't let a troll get to you. Eventually everyone will see how ugly they truly are.

STAY ABOVE IT
Every response does not need a reaction. Ultimately the troll will put his/her foot in their mouth.

#MyGlendale
Compliments of City of Glendale, California
@myglendale
Average Age of a Print Reader: 57
Average Age of an MSNBC Viewer: 62.5
Average Age of a CNN Viewer: 62.8
Average Age of a Fox News Viewer: 68.8

Ten Years from Now.
RIP Informed Citizens.
It Takes a Village to Raise a Child

- Create a village through social media platforms
- Make sure your webpage is strategically prepared for scenarios
- Create a virtual conversation
  - Multiple platforms w/ different demographics
- Use Tribal Identifier

#MyGlendale california
Establish a vocabulary that is accessible to a broad audience

**Tribal Identifiers**
“My Glendale”
“18 Hour Day”
“Renaissance”
“Vibrant”
“Thriving”
“Diverse”
“Cosmopolitan”
“Exceptional Customer Service”
“Precision Execution”
…through precision execution and innovative leadership.
- Champion it
- Power of Social Media
- Your Employees
- Integration
- Empowerment
ELIMINATING MISPERCEPTIONS

"Glendale is ticketing residents for browning lawns during a drought."

False. The *Sacramento Bee* incorrectly named the City of Glendale as involved with a Code Enforcement case regarding a browning lawn. The newspaper has since updated the article with the correct name of the City.

"Glendale’s PERS obligation is 84% unfunded."

Glendale’s pension obligation is actually 84% funded thanks to the City Council’s progressive stance on pension reform and the collaboration of our employees. The City’s participation in CALPERS has long been active.

"The City violates its own Charter regarding transfers."

There has been discussion on the longstanding Glendale electric transfer of operating revenues from GWP to the General Fund, since 1941. Simply, the city as do others, own and operate a utility to generate revenue. Our stockholders, unlike other utilities, are the businesses and residents of Glendale.

Glendale, CA Rumor Page

Kansas City, MO Rumor Page

#Myglendale
Polling Question #5

Which of these approaches to e-hostility sound appropriate for your agency?
Innovation Team
G.I.T.

• Tap your resources
• Internal stakeholders
• Empower
Never Say Never
Never Say Always

• Give it time: Most posts rarely ever need an immediate response, give time to yourself to think it through and reply.
• Clear Mind: Most inappropriate communication comes from emotions. Have a clear mind and don’t respond with the same emotional approach.
• Play Chess not Checkers: Be smarter. Evaluate your move and anticipate what the responses may be.
Never Say Never
Never Say Always

• Say less: Say more with less. Short, concise responses will go a long way.

  Short - Sharp - Smart

• Be Strong: Keep your shield up and don’t let a troll get to you. Eventually everyone will see how ugly they truly are.

• Stay Above it: Every response does not need your response. Eventually the troll will put his/her foot in their mouth.
Visualization
Keep Score

- 96% feel safe in Glendale
- 85% were satisfied or very satisfied with services provided by the City
  - Top 3 City Departments with highest levels of satisfaction:
    - Fire (90%)
    - Library, Arts & Culture (83%)
    - Police (80%)
- 73% rated Glendale with an 8 or higher
- Awards and Honors
- Manage the Message
Additional resources from Glendale

- https://www.youtube.com/user/JewelCityCA/videos
Tom Lorenz
Director of Communications &
Community Relations
TLorenz@GlendaleCA.gov
818-548-4844

#MyGlendale california
Post-Webinar Discussion Questions

a. What social media tools are we using and where do we have concerns about effectiveness?
b. Which policies and procedures appear useful for our agency?
c. What are the next steps we'd like to take?
More Resources and Feedback

• Go to “Agenda & Archives” tab at web site for a recording of this webinar (available in 24 hours) and other professional development resources.

www.cal-icma.org/coaching

• Please complete the follow up survey and offer your ideas for webinar topics and presenters in 2016.
Find helpful resources online

www.cal-icma.org/coaching

Coaching Corner Overview

As many local government executives retire, the Cal-ICMA Coaching Program aims to prepare talented mid-career professionals to take their places in senior management roles.

This program serves audiences beyond California with ICMA and fourteen ICMA State Association Partners (Colorado, Georgia, Illinois, Massachusetts, Michigan, Minnesota, Missouri, North Carolina, Oklahoma, Oregon, Pennsylvania, Texas, Utah, and Wisconsin) sharing these resources on best practices and career development in local government.

DETAILED 2015 COACHING PROGRAM BROCHURE AVAILABLE HERE

REGISTER NOW FOR 2015 WEBINARS

- Developing Effective Relationships with Elected Officials: 10:00-11:30 a.m. PT, Thursday, March 5
- Best Practices in Strategic Planning and Action: 1:00-2:30 p.m. PT, Wednesday, April 1
- Moving from Conflict to Civility and Problem Solving: 10:00-11:30 a.m. PT, Thursday, May 14
- Engaging Employees Effectively: 1:00-2:30 p.m. PT, Wednesday, September 16
- Serving Diverse Populations Successfully: 1:00-2:30 p.m. PT, Wednesday, October 21
- Best Practices for Managing Social Media & Gossip: 10:00-11:30 a.m. PT, Thursday, November 5
presentation materials are in Agenda packet—note: you can use your browser to save and/or print items from the Agenda packet
Polling Question #6

How was the webinar of value for you and your agency?
Contacts for Today’s Session

- **Kirsten Wyatt**, co-founder ELGL, Asst. City Manager, West Linn, OR
  kwyatt@westlinnoregon.gov
- **Joseph Gacioch**, Asst. City Manager, jgacioch@ferndalemi.gov and
  **Kara Sokol**, Director, Community Engagement, Ferndale, MI
  ksokol@ferndalemi.gov
- **Tom Lorenz**, Director of Communications, Glendale, CA
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A PDF of the PPT, results from polling questions, and a video recording will be available in 24 hours. Go to www.cal-icma.org/coaching and click on “Agenda & Archives” tab.
ICMA Coaching Program

coming January 1, 2016

Through the generous sponsorship of ICMA-RC and a growing group of ICMA State Association Coaching Partners, we will be delivering:

1. **6 live webinars** spotlighting best practices on key topics from local government professionals throughout the U.S.

2. **Digital video recordings and extensive presentation materials and examples** from dozens of sessions available in a convenient online library--delivering you "professional development in a box"--when you want it and where you want it.

3. **Career Compass newsletters** that address critical career issues.

4. **Video clips of ICMA leaders and rising stars** offering career insights and tips.

5. **Speed Coaching** session at the ICMA Annual Conference and templates for use at local level.

All available without charge to promote professional development at all levels in local government.

Encourage your state association to become an ICMA State Association Coaching Partner and enjoy more benefits. See [www.ICMA.org/coaching](http://www.ICMA.org/coaching) for details.
Benefits of the ICMA Coaching Program

See Pat Martel, ICMA President and City Manager, Daly City, California, describe the benefits of coaching and why it's valuable for ICMA State Associations to become Coaching Partners.

There was a great turnout at the September 28th announcement of the ICMA Coaching Program. Current ICMA State Association Coaching Partners shared their successes and prospective State Association Coaching Partners expressed interest in joining. Here's the outline. Tap the link below for a PDF of the presentation.

Bring Coaching Resources to Your State Association Members

Learn how ICMA state associations are working together to share best practices and develop talent at all levels in local government agencies. Over 5000 attendees participated in 2014, and the program is growing in 2015. Discuss opportunities that you can pursue now and in the coming years, and get tips on how to attract sponsorships to support your efforts.
Polling Results from “Best Practices for Managing Social Media” – webinar

November 5, 2015

494 locations; 1165 estimated participants in live audience

[CLOSED] How many people are listening on your line?

- 72% 1 -- just myself
- 22% 2-5
- 4% 6-10
- 2% 11-20
- 1% 21 or more -- please send number using Question on webinar

[CLOSED] Which of these social media tools is your agency tapping?

- 94% Facebook, YouTube
- 71% LinkedIn, Twitter
- 25% NextDoor
- 2% Reddit
- 8% Yelp

[CLOSED] Which of these action steps would be desirable for your agency?

- 67% 1. Turn on FB pages post and comments and read PMs, messages
- 77% 2. Designate 1 or 2 people to be responsible for monitoring
- 85% 3. Have a plan for dealing with info, comments, complaints
- 63% 4. Decide secondary sites you’re going to monitor/engage

[CLOSED] Which of these additional action steps would be desirable for your agency?

- 42% 5. Use a tool like HootSuite to monitor hashtags, mentions
- 63% 6. Pay some attention to analytics, graphs, and stats
- 77% 7. Engage -- honest, transparent, traffic director, service
- 12% others (use “Question” function to add suggested action steps)

[CLOSED] How was this webinar of value to you? (check all that apply)

- 77% describing the challenges and opportunities of social media
- 84% offering concrete examples of ways to manage social media
- 79% providing sample policies, procedures, and checklists
- 72% motivating action to use social media effectively
- 3% other [send via “Question” in webinar]
City of West Linn Social Media Policy

29-Jun-12

The City of West Linn ("City") recognizes the value of social media in connecting, communicating and interacting with our constituents. The City finds that social media is a valuable tool to further the City’s mission and goals of outreach, public dialogue, open government and sustainability. The following policy is to guide City employees, City officers, City elected officials, City volunteers, City advisory boards, committees and their members, and City authorized neighborhood associations and their members using Social Media in the performance of authorized work for the City. The policy does not apply to an employee’s personal use of Social Media during non-work or after work hours.

1. **Definitions**

A. “Advertising” is any announcement that endorses or sponsors a product, service, viewpoint, or content.

B. “Department” means a department, office, commission, committee, board, Neighborhood Association, advisory group, or other organizational unit created by the City of West Linn.

C. “Confidential information” includes, but is not limited to, any information, documents, recordings, or otherwise that is exempt from public disclosure under ORS § 192.501, 192.502, ORS 646.461 or other applicable state or federal law.

D. “Public record” includes, but is not limited to, a document, book, paper, photograph, file, sound recording or machine readable electronic record, regardless of physical form or characteristics, made, received, filed or recorded in pursuance of law or in connection with the transaction of public business, whether or not confidential or restricted in use. (ORS § 192.005)

E. “Site” means a social media account maintained by the City of West Linn.

F. “Social Media” means interactive tools, software or applications that allow social interaction between persons for content sharing, often in a collaborative manner. Interactive tools come in many forms including, but not limited to: websites, RSS, blogs, wikis, photo-sharing, video-sharing, podcasts, social networking, virtual worlds and micro-blogs.

2. **Objectives for Use of Social Media**

A. To extend the reach of existing City messages online by building relationships with relevant audiences.
B. To provide an informal “human” voice of the City to engage the public and promote comprehension.

C. To demonstrate commitment to outreach and engagement.

D. To provide a low-barrier method for constituents to interact with the City.

E. To provide an additional way for constituents to subscribe to updates.

F. To monitor issues affecting the City.

3. **Record Retention**

A. Each Department must maintain and preserve records in compliance with the Public Records Law (“PRL”), ORS 192.410. et seq. Under the PRL, the City is required to maintain records for the period provided in the retention schedule for each type of record. Departments have record retention schedules for their records and must ensure compliance as necessary.

Employees engaged in on-the-job social media activities should acquaint themselves with their Department’s record retention schedules and preserve records in accordance with those schedules. The PRL applies whether the site is hosted by the City or a third party provider. While some public records are not required to be kept longer than needed for current purposes, many records must be preserved and employees must follow the record retention schedules for covered records.

B. Departments must treat those records that must be preserved as follows:

1. Any posted original content that constitutes a City record and that is not preserved and retained elsewhere in compliance with the appropriate City retention schedule must be captured by the Department and retained according to the appropriate schedule and media preservation requirements.

2. Any posted content that is a copy of a City record that exists in another location does not need to be preserved, provided that the original content is being retained in compliance with the appropriate City retention schedule and media preservation requirements. Department employees should verify the retention of the original record to ensure compliance with the appropriate retention schedule.

3. Any posted content that is required to be retained only as long as needed or superseded may be deleted when no longer needed. (See Department record retention schedules.)

4. **Using Social Media**

A. **Guidelines for Departments**
1. Departments must first receive written authorization from the City Manager’s Office to open, maintain, and use a social media site. Requests for authorization should include a statement of the planned usage, expected content and the names of employees authorized to administer the social media site.

2. The Department that opens a social media account is responsible for maintaining the account and ensuring compliance with the City’s Municipal Code, Charter, and all applicable policies.

3. A Department must not discriminate against public speech based on content or view-point. However, a Department may remove content that is inappropriate, including distribution of unauthorized copyrighted material, obscene materials, and confidential information.

4. Departments should be inclusive and search for ways to include all West Linn citizens in the use of the social media site.

5. Departments must use a City email address to join the social media site opened by the Department. Examples of City email address is sue.smith@westlinnoregon.gov or dan.jones@westlinnoregon.gov. Using the City’s email address will ensure:
   a. Personal and professional communications are separated;
   b. The City can back up public conversations because of the City’s ownership and control of the City’s email address;
   c. The City can access the social media site when the employee is on vacation or otherwise away from the office or leaves employment with the City.
   d. The City and its constituents will have evidence that the social media site is legitimately the City’s (versus rogue sites that are generated from private email addresses).

6. Departments should identify those employees who are authorized to use social media and train them in appropriate and effective use of social media in order to attain the Department’s objectives.

7. Departments must be aware of and train users in the risks associated with the use of social media, such as the use of passwords by spammers to propagate spam.

B. **User Guidelines for appropriate use of social media**

1. Use of social media on behalf of the City must be part of the employee’s work assignment.

2. Users must comply with West Linn Personnel Policies, including but not limited to, use of city resources; political activities; non-discrimination; and ethics.

3. Users may not divulge confidential information.

4. Users may not post information that would invade the privacy of others.
5. Users may not post information or opinions related to City legal matters, litigation, and any parties involved in City legal and litigation matters.

6. Users may not post solicitation information or endorsement information for commercial businesses.

C. Terms of Use & Disclaimers

1. Departments and employees must read and understand the Terms of Use issued by the social media site host; Departments and employees must comply with all Terms of Use of the social media site host.

2. Each Department must reflect the City’s Terms of Use for its social media site reflecting the Department’s mission and objectives as well as the City policies for conversing on the Department’s site including, but not limited to, prohibition of hate speech, derogatory, offensive or racist language, or other form of harassment as set forth in Policy 2 of West Linn’s Employee Handbook.

3. Terms of Use statement:
   - This site is managed by the [Department] of the City, with the intent to engage the West Linn community and encourage conversation and involvement. The City reserves the right to enforce the prohibition against the use of hate speech, derogatory, offensive, or racist language.

4. A Department must post a disclaimer statement on its social media site stating that the City does not endorse or sponsor any advertising posted by the social media site host on the Department’s site, that the social media site is a private site and the privacy terms of that site apply. The disclaimer statement must also state that the City does not guarantee reliability and accuracy of any third-party links, and that the Department reserves the right to remove any conversation prohibited by the Terms of Use.

5. Disclaimer statement to be prominently displayed on City social media sites:
   - The City of West Linn does not endorse or sponsor any advertising posted by the social media site host on the City of West Linn site. This page is a private site and the private terms of the site apply. The City of West Linn cannot guarantee reliability and accuracy of third-party links. The City of West Linn reserves the right to remove any conversation prohibited by the site’s or the City’s Terms of Use.

6. Each user should print a copy of the Terms of Use of the social media site hosts and be alert to any modification to those policies. The user should place a copy of the printed Terms of Use in the social media site file for future use and review.

D. Recommended Social Media Etiquette
1. Stick to your area of expertise and provide unique, individual perspectives on what's going on at your Department.

2. Post meaningful, respectful comments—in other words, no spam and no remarks that are off-topic or that could be offensive.

3. Always pause and re-read your proposed comment before posting.

4. Reply to comments in a timely manner, when a response is appropriate.

5. Respect proprietary information and content and maintain confidentiality.

6. If disagreeing with others' opinions, be appropriate and polite.

7. Do not pick verbal fights with users of sites. Resist the temptation to be drawn into arguments that do not, ultimately, move the City's business forward.

8. If you make a mistake, admit it. Be upfront and be quick with your correction. If you're posting to a blog, you may choose to modify an earlier post—just make it clear that you have done so.

9. Remember that what you publish will be public for a long time.

10. Posts should always reflect positively on the City of West Linn, its employees and officers, and the West Linn community.

Approved by: _______________ 6/29/2012

Chris Jordan, City Manager  Date