

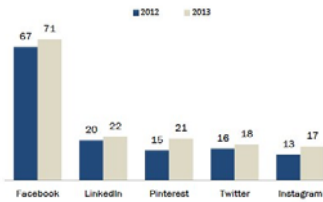
How to mitigate the risk of using social media

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Social media sites, 2012-2013

% of online adults who use the following social media websites, by year



Pew Research Center's Internet Project Tracking Surveys, 2012-2013. 2013 data collected August 07 -September 16, 2013. N=1,440 internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.9 percentage points.

PEW RESEARCH CENTER



Daily Visitors



Facebook: 63%
Instagram: 57%
Twitter: 46%



Facebook is aging



45% of Internet users aged 65+ use Facebook.



And so is Twitter



Fastest growing demographic for Twitter.... 55-64 year olds.



Snapchat





YouTube reaches more 18-34 year olds than any cable network.



Welcome to the 21st century

- Need to communicate where people are, or they will look elsewhere.
- Social media is here to stay as a proven, effective and increasingly important tool for government.
- Those that thrive are not the strongest or the fastest. It's those able to adapt/change.



Reasons to use your social media tools

- Two-way communication
- Human face/voice on city services
- Transparency
- Emergency response








3 most prominent risks

1. Third-party content
2. FOIA requests and compliance with public record laws
3. Loss of centralized control of the "corporate" message.



#1: Negative comments

Provide clear rules of engagement/comment policy

- Establishes a baseline for external customers
- Important internally. Sets what you will and won't take down



Removing content

- Take screenshot
- Date it
- Give reason for why deleted (should be for reason in the policy)
- File so easily accessible



3rd party sites

When the City of [fill in the blank]'s Facebook page/Twitter account is not yours.





Self-inflicted?

- Establish practical but enforceable employee-use policy.
- Train on what is acceptable/permissible.



#2: Recordkeeping for FOIA requests/e-discovery

- The transparency conundrum
- Is social media a public record?
U.S. Government says yes and states like Virginia, Ohio, North Carolina, Texas, Florida
- Case law still in its infancy



South Carolina?

“Public record” includes all books, papers, maps, photographs, cards, tapes, recordings, or other documentary materials **regardless of physical form** or characteristics prepared, owned, used, in the possession of, or retained by a public body.”

SC Code of Laws 30-4-20



How do you respond to requests?

- Those sites belong to a 3rd party. The content is not part of open records.
- “I give them a link to our Facebook/Twitter/etc. account and tell them to go for it.”
- What else?



Archiving/recordkeeping

Screenshots

- Snapshots in time
- Great potential of losing context

Backup content

- Content resides outside your IT environment so will need to use 3rd party tools




Technology solutions

- Backupify
- Archive Social
- Twinbox (plug-in for Outlook)
- TweetTake, TweetBackup, myTwebo...
- Archive Facebook
- Social Safe




Resources

- National Archive has a white paper with best practices for archiving social media.
<http://1.usa.gov/1iAiMdp>
- Archive Social white papers



#3: Managing the message

- Empower individuals (policy/train)
- Audience and topics vary
- Allow departments to have “own voice”



Brimfield, Ohio



- Rural township between Akron and Kent
- Population: 11,000+







Trial run...



- Give admin rights to post or for a month send in content
- Evaluate



Bonus Time Other types of challenges

Protect employees/sensitive information
 Who has time to post to social media accounts?
 Post 3x day??? We don't have that much to post.



Lack of time

- 10-15 mins./day
- Maximize time by planning ahead
- Use time during the day (10-15 mins) to post "news" and to monitor



No content

- Ask departments regularly for content
- Have social media team (content generators not posters)
- Develop a content calendar



	A	B	C	D
1				
2		week 1 (internal/family)	week 2 (wider internal/family)	week 3 (external)
3		March issue hits w/article about the form (members, media, legislators, etc 5000+)	March issue linked in UU	
4	uptown	article posted with link to form		
5	Uptown online		blurb that includes link to form and online uptown article and background articles	blurb that includes link to form and online uptown article and background articles
6	UU	blurb that includes link to form and online uptown article and background articles		blurb that includes link to form and online uptown article and background articles
7	website	form live, link to BLOA page and old Uptown articles - swirly	swirly	swirly - CMB mag posted on website with article w/b the form
8	TSM	distributing form and Uptown article	distributing form and Uptown article	distributing form and Uptown article
9	BLOA listserve	email w/link to form, Uptown article		email with link to any new articles that are generated
10	Managers/MFOCTA	email w/link to form, Uptown article		
11	blog		post w/ link to Uptown article, form and BLOA site, DTL article on BL	include any news stories in Friday rewind
12	approved uptown articles		linked in blog post	linked in press release and SCEDA post
13	chamber mag			magazine mailed that includes article about the form - blurb at the end sending readers to the Uptown story
14	SCEDA blog			guest blog post that links to our blog post from last week
15	FB/Twitter	post on both linking to Uptown article	blog post posted on both	release SCEDA blog and Chamber mag posted on both thru the week - tag other orgs
16	press release			posted on website with links to form, uptown article, BLOA page and archived articles
17	CMB mag			social release that includes CMB article about the form - letters to key influencers and legislators - also add letters to homebuilders, etc with info about the form
