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**DISCLAIMER**

- CACEO is a statewide organization serving the needs of a diverse group. Some information may not apply to your agency at this time but will still serve you well during your career.
- The instructor is not an attorney and the information provided is not intended to serve as legal counsel. Review any actions with your organization's legal counsel before proceeding.
- Your agency policy is the authority under which you should act. Any information in conflict with your agency policy should be reviewed with your supervision and management.

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**Training Goals**

- Students will understand basic awareness about the positive and negative aspects of social media in professional and personal settings.

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## Activity

- Who uses social media professionally?
- Who uses social media personally?
- What sites do you use?
- What are your favorites?
- What do you like and dislike about social media?

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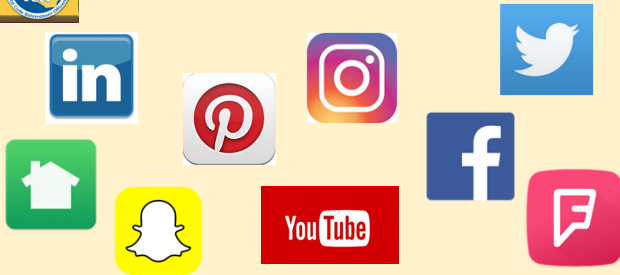
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## Social Media Platforms



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## Facebook



- Facebook-social networking website where users can post comments, share photographs, videos and post links to news or other interesting content
- Launched 2/4/04 by Mark Zuckerberg & other Harvard College students

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## Facebook



FB Algorithms

- Ranks posts and measures how people engage with past posts
- Tracks how much engagement a post gets
- Tracks how engaged the viewer has been with previous posts
- And more...

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## Facebook Tips





- Your posts will gain more success when creating thoughtful, interesting and relevant content

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**Facebook Tips**




- Photos are best way to increase engagement from your audience
- Photos receive 50% more likes
- Colorful images depicting human interaction are particularly successful
- Avoid images covered in text or not interesting

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**Instagram**



- Also known as IG, it is a photo and video-sharing social networking service owned by Facebook, Inc.
- Created by Kevin Systrom & Mike Krieger launched October 2010

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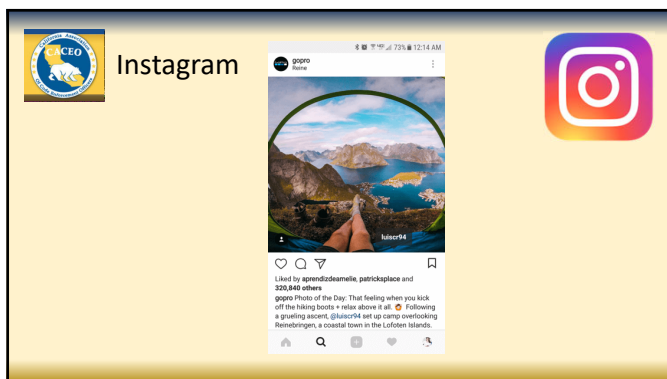
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**Instagram**

gopro  
Reels

Liked by aprendizademelle, patrickplace and 330,840 others

gopro Photo of the Day: That feeling when you kick off the hiking boots + relax alone in it all. 🌄 Following a grueling ascent, @blanc74 set up camp overlooking Reinebringen, a coastal town in the Lofoten Islands.

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## Instagram tips



- Inspire your audience
- Use clear, colorful photos
- Post regularly
- Encourage followers
- Use relevant Hashtags #

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## Twitter



• Limit of 280 characters.

- Is an American online news and social networking service that users post and interact with messages known as 'tweets'
- Created March 2006 by Jack Dorsey, Noah Glass, Biz Stone and Evan Williams.

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## Twitter



Tweet your reply

Example responses to tweets

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## YouTube



- An American video-sharing website
- Created February 2005, bought by Google in November 2006
- Created by former PayPal employees Chad Hurley, Steve Chen and Jawed Karim

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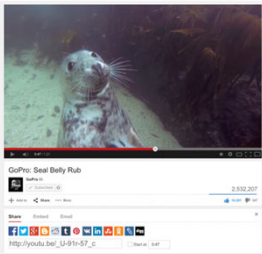
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## YouTube

GoPro: Seal Belly Rub

2,000,000 views

Share Embed Email

[http://youtu.be/\\_U-9H-5T\\_c](http://youtu.be/_U-9H-5T_c)

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## SnapChat



- A multimedia messaging app used globally
- One of the principal features is that pictures and messages are usually only available for a short time before they become inaccessible to their recipients
- Created by Evan Spiegel, Bobby Murphy and Reggie Brown released September 2011

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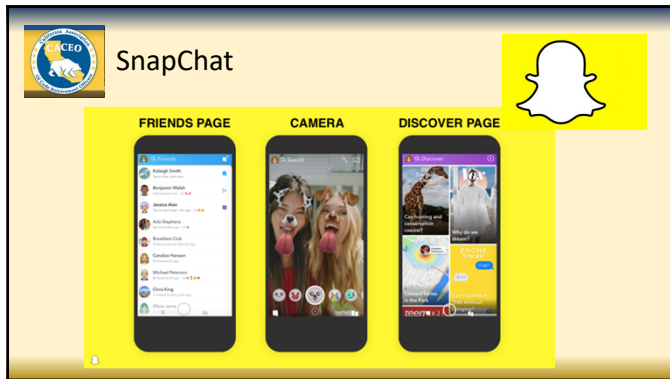
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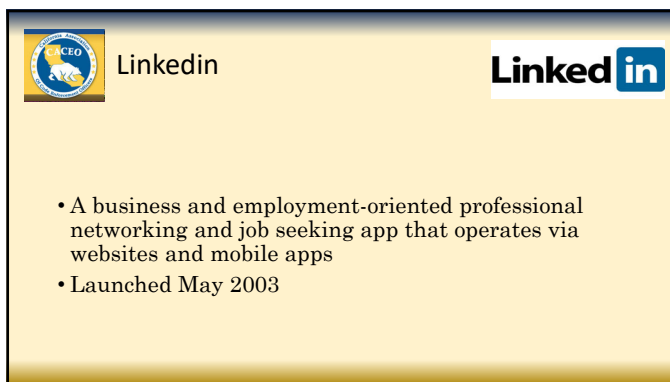
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- A business and employment-oriented professional networking and job seeking app that operates via websites and mobile apps
- Launched May 2003

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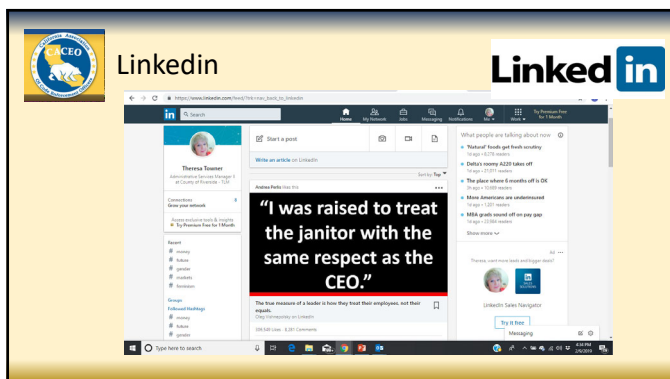
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## Google +



- Is an internet-based social network that is owned and operated by Google.
- Redesign November 2015 and plan to stop offering in April 2019.

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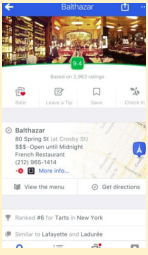
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## Four Square

- A City Guide that will lead you to the perfect spot anywhere in the world.
- A local search-&-discovery service mobile app which provides search results for its users.
- User's can share their location with friends via the check in
- Launched in 2009 by Dennis Crowley and Naveen Selvadurai.

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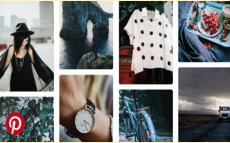
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## Pinterest

- A social media web that is designed to explore creative design, lifestyle and recipes inspiration on the WWW using images.
- Founded by Ben Silbermann, Paul Sciarra and Evan Sharp founded in 2009.

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## Nextdoor



- A social networking service for neighborhoods to enable conversations that empower neighbors to build stronger and safer communities.
- Limited viewing by identified neighborhoods
- Based in San Francisco, CA
- Launched October 2011.

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## Nextdoor

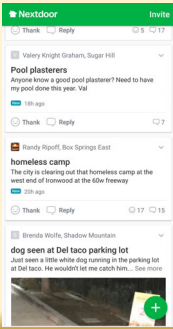


When you sign up, you choose your neighborhood and will only see posts within that jurisdiction

Users can post various items, such as items for sale, lost pets, news and concerns around the neighborhood.

Rules and Regulations for site. Admins monitor

Users can respond to posts



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## Tips for Posts

- Use relevant information / photos / videos
- Be professional, mindful of language
- Use correct grammar and spelling
- Plan in advance when you can
- Educate the audience
- Monitor responses / comments and respond timely
- Spread out your posts

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## Tools of Social Media



- **Hashtag #**
  - A **hashtag** is created by including the symbol “#” in front of a word or words without spaces.
  - A word or phrase preceded by a hash mark (#), used within a message to identify a keyword or topic of interest and facilitate a search for it. Whenever a user adds a **hashtag** to their post, it's able to be indexed by the **social** network and becomes searchable/discoverable by other users.

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## Tools of Social Media



- Tiny URL is a [URL shortening](#) web service, which provides short aliases for redirection of long [URLs](#).
- [Kevin Gilbertson](#), a [web developer](#), launched the service in January 2002

Turn this URL:

```
http://www.mapquest.com/maps/map.adp?ovi=1&mqma
p.x=3008&mqmap.y=75&mapdata=%252bKZmeilh6N%252bI
gXRP3byMaN004z80OUKZWYe7NRH6idDN96YFTUimSH3Q6
OeESVXqcusSzb%252f5wyJm2wTnT2pu%252bNwJGjpfjW
lygTRMzqapPStN%252f1Y2A0wWELWkHdhVMeG5G6GdMf
XNlKH6ML4o6N05eqm75ET9AJKelrmqBCNta%252bSkC
9n8jsiz%252f6188N4g3BvAJYuzx8J8r%252f1PFfWKPiy%
252bT95u5KcQ9YpNSJ%252bmo0h0aEK%252b0f3f6vCP
```

into this tinyURL:

<http://tinyurl.com/6>

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## First Amendment

Social Media and the First Amendment

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## First Amendment

- Social Media and the First Amendment
  - “Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the government for a redress of grievances”

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## Packingham v. North Carolina (2017)

- Is a United States Supreme Court **decision** holding that a **North Carolina** statute that prohibited sex offenders from accessing social media websites violated the First Amendment to the United States Constitution.
- The US Supreme Court ruled that social-media platforms are the new ‘public square,’ and access to them is protected by the First Amendment, which guarantees free speech.

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## Knight First Amendment Institute at Columbia v. Trump (2018)

- The **Knight First Amendment Institute** filed suit in the Southern District of New York contending that President **Trump** and his communications team violated the **First Amendment** by blocking seven people from the @realDonaldTrump Twitter account because they criticized the president **or** his policies.

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## Knight First Amendment Institute at Columbia v. Trump (2018) cont.

- In May 2018, the court ruled that the @realDonaldTrump Twitter account is “a presidential account as opposed to a personal account”, and blocking people from it violates their rights to participate in a “designated public forum”.
- August 2018, the government filed an appeal brief with the United States Court of Appeals for the Second Circuit.
- In October 2018, the plaintiffs filed their appeal brief response.

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## Davison v. Loudoun County Board of Supervisors (2017)

- The US Court of Appeals for the Fourth Circuit affirmed the decision of the District Court finding that Loudoun County School Board (LCSB) Chair Phyllis Randall's Facebook page constituted a public forum and that she did not maintain it in a lawful manner.
- Randall had deleted comments posted by Davison on her Chair's Facebook page that included allegations of corruption and conflicts of interest within the LCSB and she subsequently banned him for 12 hours from the Facebook page.
- The Court found that by engaging in viewpoint discrimination on her Facebook page, the Chair violated the Plaintiff's freedom of speech rights under the First Amendment and was not entitled to block the Plaintiff or any citizens from commenting on her Facebook page.

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## Social Media Policy

Professional / Jurisdictional Use

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## Social Media Policy

- A social media policy outlines how a company, department or organization and its employees should conduct themselves on-line. It is put in place to help safeguard the reputation of the company, department or organization. It is designed to encourage employees to act responsibly when sharing the company's message.

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## Social Media Policy cont.

- The policy should define the roles and responsibilities
  - who can speak for the company, department or organization
- Define the Official use of Social Media
  - Types of social media accounts to be used
  - Account management and content considerations
    - Who manages and what types of content are acceptable
  - Require Disclaimers for all official third-party accounts
  - Errors in official posts (who do you contact to correct)

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## Social Media Policy cont.

- Outline the legal obligations and restrictions for use
  - Such as including a statement "agency users are required to comply with the legal obligations and restrictions that apply to online communications at all times, regardless of whether they are at work, outside the office, or using government equipment"
- Define areas of restrictions:
  - Criminal or dishonest conduct
  - Conflict of Interest
  - Misuse of position (employee's shall not use their public office for private gain)
  - Use of Government time and property
  - Political Activity
  - Discrimination and Harassment
  - And more....

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## Social Media Policy cont.

- Develop and provide a 'required' Disclaimer and have it linked to all third party social media sites used by the organization

Such as: (partial)

*This [organization] uses non-government third-party tools and websites, including social media channels, to provide the public with information. Many of these platforms provide the ability for individuals to offer their comments. We encourage members of the public to offer these comments as they relate to the topics being discussed.*

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## Social Media Policy cont.

Cont.:

*The views expressed in the comments reflect only those of the comment's author, and do not necessarily reflect the official views of this [organization], its component agencies, or the [type]Government.*

*We reserve the discretion to hide, delete or not allow comments that contain:*

- *Vulgar or abusive language;*
- *Personal or obscene attacks of any kind;*
- *Offensive terms targeting individuals or groups;*
- *Threats or defamatory statements;*

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## Potential Liability

### Personal Use

- As case law is still developing, courts that have considered the issue of liability tend to focus on the following two concepts to determine employer liability:
- (1) whether the online forum is related closely enough to the workplace environment to give rise to employer liability, and
- (2) whether the employer was aware of, or should have been aware of, the social media harassment but failed to take effective remedial measures.
- Although not all cases are entirely in accord, they do underscore the concept that the best defense can be a good offense when it comes to preventing sexual harassment.
- That is, now more than ever, the employer should have clear, up-to-date anti-harassment policies and complaint investigation procedures in place.

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## Social Media Use

### Pros and Cons of Social Media Use

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## Social Media Use

### Pros - Advantages

- Tool to reach larger, diverse audiences
- Can get your message out timely
- Everyone uses it
- Available in perpetuity
- Cost Effectiveness
- Immediate availability

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## Social Media Use

### Cons - Disadvantages

- Reaches a large audience
- Everyone reads it
- Available in perpetuity
- Immediate
- You CANNOT take it back
- Over & unnecessary use

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## Social Media Use

### Mixing Personal & Professional

- Should establish a personal use policy
- Avoid mixing personal and professional use
  - Potential career ramifications
- Personal Safety
- Understand Liability

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## Social Media Use

### Final Review

- Understand and follow Agency policy
- Establish and follow personal policy

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## Questions

Questions??

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