

Don't Tweet That!

DEVELOPING SOCIAL MEDIA POLICIES & SAFEGUARDS

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The “Anonymous” Megaphone

Social, or “anti” social media?

Anonymous?

Public

Viral

Eternal

Examples

Stand up For Tammy



Republicans
@NRSC



Following

Tammy Duckworth has a sad record of not standing up for our veterans. #ILSen
bit.ly/24OLQTF





Cliff Owen / AP file

Examples

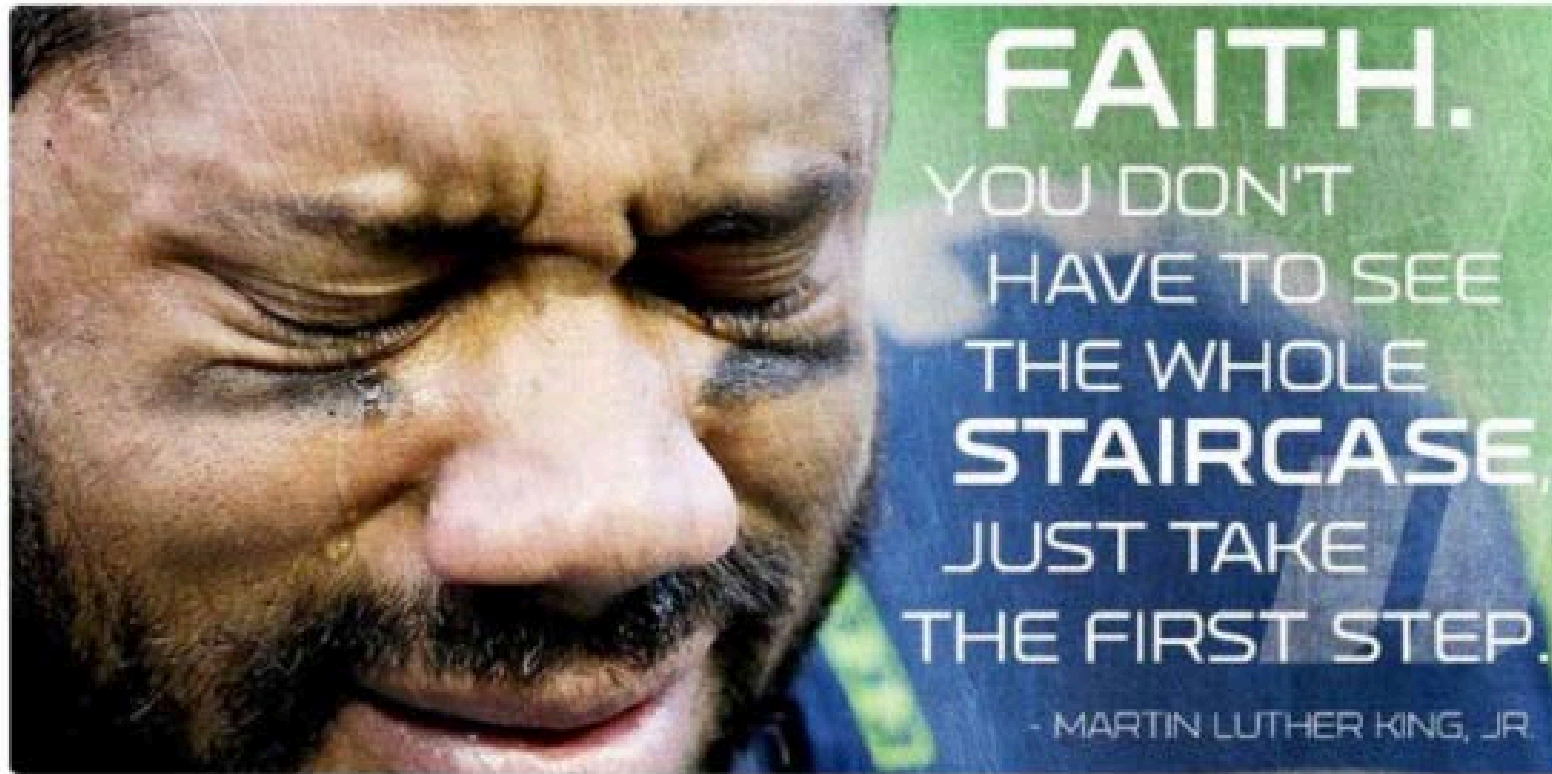
Stand up For Tammy
I Have a Dream



Seattle Seahawks @Seahawks · 25m

We shall overcome.

#MLKDay



Examples

Stand up For Tammy

I Have a Dream

What's a Dongle?



Adria Richards

@adriarichards

 Follow

Not cool. Jokes about forking repo's in a sexual way and "big" dongles. Right behind me [#pycon](#)

4:32 PM - 17 Mar 2013



103



111

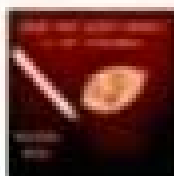
Examples

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Crowd Control



JM Roth Run them over. Keep traffic flowing and don't slow down for any of these idiots who try and block the street. Here is the deal, you continue to drive and if you hit someone make sure you call 911 to report the accident and meet the cops a block or two away and you can justify stopping further away because you feared for your safety since in the past people in this group has shown a propensity towards violence. Since they are trying to block the street and/or cross where there is no crossing you should not be charged with anything. Now, these idiots could try and sue you in civil court, but remember that it will be jury trial and so most likely it will come out in your favor.

Examples

Stand up For Tammy

I Have a Dream

What's a Dongle?

Crowd Control

#HasJustineLandedYet



Worldwide Trends

#LaModaDeEsteAñoFue
#HasJustineLandedYet
#2013TaughtMe
#CeroInfanciaSiNuncaViste
#RickyTruthOrDare
Ned Vizzini
A&E



Zac
@ZacSpeaks

Follow

Yup. @JustineSacco HAS in fact landed at Cape Town international. She's decided to wear sunnies as a disguise.



RETWEETS
1,120

LIKES
413



10:29 PM - 20 Dec 2013

77

1.1K

413

Examples

Stand up For Tammy

I Have a Dream

What's a Dongle?

Crowd Control

#HasJustineLandedYet

A Little Respect



© Facebook

Examples

Stand up For Tammy

I Have a Dream

What's a Dongle?

Crowd Control

#HasJustineLandedYet

Arlington respect

Justice for All



Justice Department ✓

@TheJusticeDept



CNN is the biggest troll of them all
Imao [#Petty](https://www.cnn.it/29UHeHM) [cnn.it/29UHeHM](https://www.cnn.it/29UHeHM)



Examples

Stand up For Tammy

I Have a Dream

What's a Dongle?

#HasJustineLandedYet

Arlington respect

Justice for All

You Seem Tense

I'm downtown eating. Surrounded by
Mormons and repressed sexual energy.

37 minutes ago via twitterfeed



ktvx
ABC 4 News

Reigning them in: Control

All agencies, all the time

Assigning roles

Training/Education

Stakeholder buy-in

Which channels

Policy: Internal & External

Internal:

Employee policy/manual

Training

Monitoring

Best Practices

Number of people with access

Policy: Internal & External

External:

Definitions

- “Provider”
- “User”
- “Page” (channel)
- Liability

Policy: Internal & External

Posting Policy:

(justification for removal)

- Off-topic
- Political candidate/cause
- Discrimination
- Personal attacks
- Obscenity
- Spam/advertising
- Copyright
- Provider policy
- Security/safety
- (Contact)

GRAMA

Does social media content fall under state open records laws?

YES! (sort of)

- Content is part of public record (is it duplicated?)
- Who owns the content?
- Oregon, North Carolina, Texas
- Same content/separate retention

GRAMA

From the [Pennsylvania Right to Know Law](#):

“Record.” Information, regardless of physical form or characteristics, that documents a transaction or activity of an agency and that is created, received or retained pursuant to law or in connection with a transaction, business or activity of the agency. The term includes a document, paper, letter, map, book, tape, photograph, film or sound recording, **information stored or maintained electronically** and a data-processed or image-processed document.

Utah's Definition

"Record" means a book, letter, document, paper, map, plan, photograph, film, card, tape, recording, electronic data, or other documentary material regardless of physical form or characteristics:

(i)that is prepared, owned, received, or retained by a governmental entity or political subdivision; and

(ii)where all of the information in the original is reproducible by photocopy or other mechanical or electronic means.

Risks

2014:

After two years of litigation, a Honolulu Federal Court ordered the Honolulu Police Department to pay \$31,000 in attorneys fees to Second Amendment activists who sued, alleging First Amendment violations after the HPD allegedly removed plaintiffs Facebook comments from an HPD Facebook page.

Archiving/Retention

- Archive Social (small agencies – state account)
- Smarsh
- PageFreezer
- Do it yourself

Questions/Discussion

Or:

(“When will this guy shut up so we can take a break, already?”)