

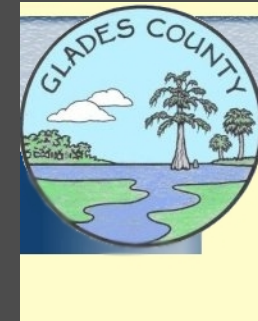
SOCIAL NETWORKING FOR PUBLIC ORGANIZATIONS

Wednesday, June 30, 2010

Amy Blaida/RS&H
Herb Raybourn/RCID



Used by 54% of Municipalities



Why social media for government?

- ⦿ Transparency of information
- ⦿ Collaboration
- ⦿ Your citizens are already using it
- ⦿ It's not going away
- ⦿ It is FREE

The question is really why not? Why wouldn't you be doing these things? The reality is, in our population, we have people from newborns to one hundred year olds; we have every type of ethnicity you can imagine. For us not to try and do things to reach more people would be silly. *Peter Robbins, West Palm Beach*

Why do it? Millions access social media sites daily and it's FREE!!! – can't put a price tag on it. You're already preparing the press releases – it's one more step – and creates the potential to reach MANY more people. *Willie Puz, PIO, Hillsborough County*

Social media streamlines the process for a community that is already social. *Michael McCarthy, Orlando*

Starting a Social Media Program

- What tools do we want to use?
- What will be communicated?
- Who will we reach?
- Who is responsible?
- How does it fit into our strategy?
- Educate department directors/officials.



Most Popular Social Media Are



Opportunities to Use Blogs

- Promote upcoming events
- Share news and information
- Communicate public safety information
- Elicit suggestions from citizens
- Gather and respond to complaints

If You Blog



- ⦿ Identify authors by name/pseudonym
- ⦿ Know your audience
- ⦿ Have relevant topics
- ⦿ Plan ahead
- ⦿ Post often

Public Works Blog

 [Subscribe To This Blog](#)

JACKSON HIGHWAY CLOSURE & DETOUR ROUTE - CLICK HERE FOR MAP -

Posted at: 3/22/2010 10:14:56 AM


Jackson Highway will be closed for the Newaukum River Bridge replacement to all through traffic between Bishop Rd and Forest Napavine Rd E beginning on May 3, 2010. [\(See BOCC Res.\)](#)  A detour route will be in effect. [\(See Map\)](#)  The Lewis County Public Works project is projected to take approximately one year. The closure will begin at 6am on Monday, May 3, 2010.

ADDENDUM #2 TO THE NEWAUKUM BRIDGE NO.20 REPLACEMENT PROJECT, PHASE 2 -

Posted at: 2/12/2010 4:42:08 PM

Addendum #2 has been added to the Newaukum Bridge No.20 Replacement Project, Phase 2 on Feb 12th, 2010.

The bid period **closes on Feb 22, 2010** .


Access the details and necessary documents, and get on the planholders list by clicking [here.](#) 

ADDENDUM #1 TO THE NEWAUKUM BRIDGE NO.20 REPLACEMENT PROJECT, PHASE 2 -

Posted at: 2/5/2010 2:52:25 PM

Addendum #1 has been added to the Newaukum Bridge No.20 Replacement Project, Phase 2 on Feb 5th, 2010.

The bid period **closes on Feb 22, 2010** .

Access the details and necessary documents, and get on the planholders list by clicking [here.](#) 



LEWIS COUNTY
WASHINGTON

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(360) 740-1123 ADDRESS

PUBLIC WORKS PAGES

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 [New Website FAQ](#)

 [Public Works FAQ](#)

[Administrative Services](#)

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[Maintenance & Operations](#) ▼



HILLSBOROUGH COUNTY, FLORIDA OFFICIAL CITIZEN PARTICIPATION BLOG

DISCLAIMER:

While Hillsborough County welcomes and values comments from citizens about any issue or concern in this forum, the comments made to this blog are moderated. To ensure your comments are posted, they should be made in a spirit of cooperation and mutual respect and in a manner to help resolve the issue presented, no matter which side of the issue you are on

Comments directed personally against a Commissioner or staff member will not be posted. Nor will comments including language that includes sensitive materials including, but not limited to, illegal activities, gambling, sexually explicit materials, weapons, drugs, violence or materials that include inappropriate language, profanity, obscenity, racial, ethnic or discriminatory comments, defamatory statements or otherwise inappropriate content to include statements such as partisan political positions, religious positions and other statements.

TUESDAY, MARCH 29, 2010

QUESTION OF THE WEEK: March 29 - April 11 What are your thoughts on these priorities?

In Fiscal Year 2011, Hillsborough County emphasizes funding non-profits that directly provide food, shelter and safety for those who cannot provide for themselves. We unfund most organizations that provide services that help people enhance their quality of life. (See pp. 354-359 of the budget document - PDF 6.39 MB).

POSTED BY HILLSBOROUGHFL AT 10:53 AM 6 COMMENTS

FRIDAY, MARCH 12, 2010

QUESTION OF THE WEEK: March 15 - 28 If you were selected as a special budgetary advisor to County Administrator, what would be your most important budgetary recommendation?

POSTED BY HILLSBOROUGHFL AT 1:56 PM 8 COMMENTS

MARCH 25, 2010 10:55 AM

Anonymous said...

Privatize and/or contract out as many services as is possible and then monitor them to insure that appropriate standards are maintained. It would definitely cost less that way than actually providing the services. There is no need for the County to do it all: just to make sure that needs/standards of quality in service provision are met.

For example, in Aging Services, Community Health, Head Start and other departments, there are social work type staff making 50K per year and up! This is due to longevity and not necessarily quality What a waste.

MARCH 31, 2010 3:14 PM

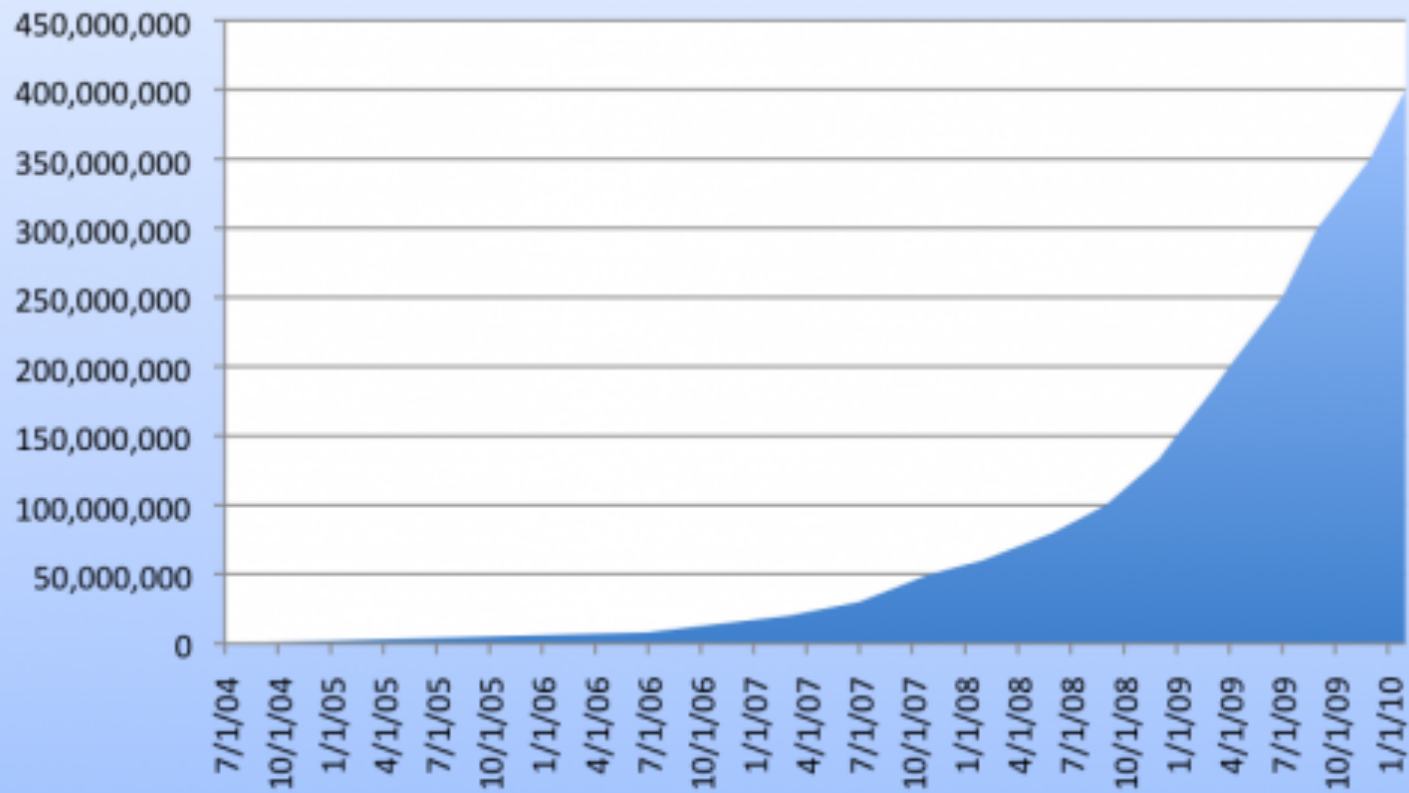
Anonymous said...

Provide for the roads, education, fire/police, waste removal and that is IT!!! Stop spending money!!! Cut property taxes, and stay out of our lives!!!

APRIL 7, 2010 10:24 PM

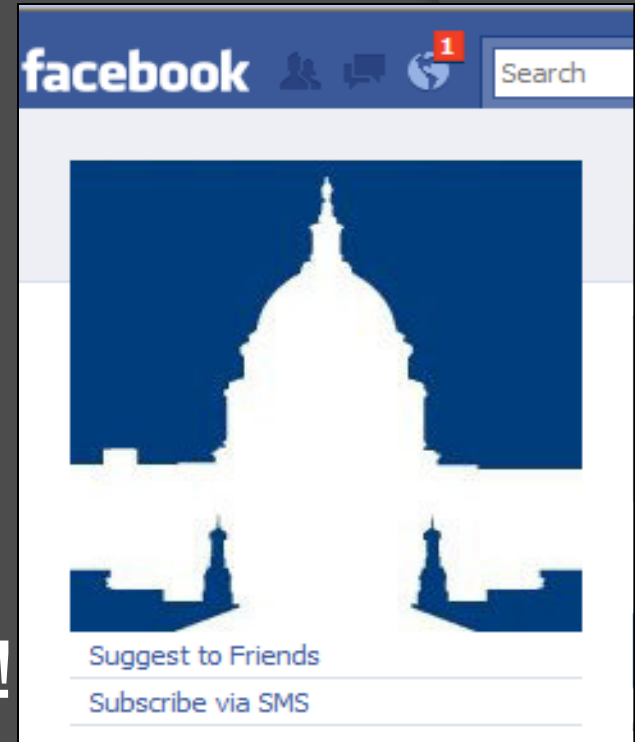
Facebook Global Audience (2004-2010)

InsideFacebook.com



Facebook Page

- ⦿ Government Page
- ⦿ Add Content & Publish
- ⦿ System to Update
- ⦿ Disclaimer
- ⦿ Create a FanBox & Promote!



Facebook Helps

- ⦿ Socialize with your citizens
- ⦿ Share news, information, articles, ask questions
- ⦿ Promote upcoming events
- ⦿ Provide video of events or services
- ⦿ Improve public perception
- ⦿ Reach many people at zero cost

Keep Your Facebook

- ⦿ Conversational
- ⦿ Current
- ⦿ Responsive
- ⦿ Social





Erika Wasmund Who do I contact/what can I do if the construction company working across the street from my home has dumped paitng down the street leading to storm drain?

Sat at 10:48am via Facebook for iPhone · Report



San Francisco Department of Public Works Please contact DPW's Bureau of Street-Use & Mapping at (415) 554-5810 with as much information as you can provide, i.e. Contractor's company name, exact location and/or address, etc. Permits issued by this bureau have regulations and guidelines that must be adhered to or the permit may be revoked. This includes keeping construction sites clean and removal of materials and construction debris in an appropriate manner. Thank you very much!
about an hour ago · Report

San Francisco Department of Public Works

Wall

Info

Photos

Events



San Francisco Department of Public Works StreetSmARTS artist turns a vandalized building into an urban mural. The pilot program is funded by DPW to deter graffiti. Check out video of the underwater-themed mural in the making.



Rattlecan Blasters and StreetSmARTS | CAE: Community Arts & Education
bit.ly

Alexey of Doloto Videos captures the vibrancy of creating an urban mural for the first StreetSmARTS location. StreetSmARTS artist Cameron Moberg along with his crew of Aaron Vickery and Raymond Vivas completed this underwater-themed mural for ...

March 23 at 8:39pm · Share



San Francisco Department of Public Works Over the weekend, DPW crews filled 125 potholes along major transportation routes in the City including 19th Ave., Park Presidio, Van Ness, and Lombard Streets.



facebook



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Suggest to Friends

...making San Francisco a beautiful, livable, vibrant, and sustainable city.

<http://sfdpw.org>
<http://twitter.com/sfdpw>

Information

Location:
San Francisco, CA, 94102

Phone:
(415) 554-6920



[Suggest to Friends](#)

[Subscribe via SMS](#)

The Department of Public Works for the City of Burlington, VT wants to keep you informed about all the good work we are doing!

If you want more information about anything on this page, please contact us via the phone # below.

Information

Location:
645 Pine Street
Burlington, VT, 05401

Phone:
802-863-9094

Mon - Fri:
8:00 am - 4:30 pm

45 People Like This



Megan Moir



Carol Weston



Marianne Graham Green

City of Burlington Public Works Monday, May 3rd is the first day of this season's street construction program. The following streets will be under construction next week: Home Ave, Pine Street (Queen City to Home), South Crest Drive, Queen City Park Rd & Industrial Ave. Please drive with caution and we appreciate your patience. *on Thursday*

[Wall](#)

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[Photos](#)

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[City of Burlington Public Works + Others](#)

[City of Burlington Public Works](#)

[Just Others](#)



City of Burlington Public Works Monday, May 3rd is the first day of this season's street construction program. The following streets will be under construction next week: Home Ave, Pine Street (Queen City to Home), South Crest Drive, Queen City Park Rd & Industrial Ave. Please drive with caution and we appreciate your patience.

April 29 at 11:51am · [Comment](#) · [Like](#)



City of Burlington Public Works The last phase of construction at the bottom of College Street has begun. New brick pavers, a rain garden, and energy efficient LED street lights are just a few of the many improvements! Crews will be working until about mid June so take a stroll down at lunchtime some nice spring day and check it out. Thanks to all t...

[See More](#)

April 23 at 3:25pm via Facebook for iPhone · [Comment](#) · [Like](#)



City of Burlington Public Works Thanks for the blurb Local Motion...

BURLINGTON: NEW WILLARD ST. SIDEWALK APPROVED!

On April 14, the Public Works Commission voted 7-0 to approve the construction of a sidewalk from DeForest Heights to Cliff Street at a cost of \$20,000 to the city. This is a 60' section of sidewalk will connect a hill section neighborhood...

[See More](#)



Member Bulletins

www.localmotion.org

Local Motion is a greater Burlington, Vermont non-profit promoting bicycling, walking, running, inline skating and the facilities that make such travel safe, easy and fun!

April 23 at 12:03pm · [Comment](#) · [Like](#) · [View Feedback \(1\)](#) · [Share](#)

[Create an Ad](#)

Yoga Me Yoga You



Are you Yoga curious? Come check out "Embracing Bliss" an all level Hatha class Tuesdays at 7:00PM. Click this add for more info.

[Like](#)

Sell AVON



Earn from home. Earn online. Click here to become an AVON Representative.

[Like](#)

Fun Yoga T-shirts



Love Yoga? Tell the world

facebook



Search



[Suggest to Friends](#)

[Subscribe via SMS](#)

A Facebook page for information about how Government can best use Facebook.

Facebook and Government

Wall

Info

Links

Resources

Govt. Pages

Govt. Offic...



Write something...

Attach:

Share

Facebook and Government + Others

Facebook and Government

[Just Others](#)



Facebook and Government Facebook Public Policy Director Tim Sparapani testified today before the Senate Commerce Consumer Protection Subcommittee as it examines the Children's Online Privacy Protection Act. Read Tim's testimony on Facebook's robust child safety efforts below.

Testimony: Examining Children's Privacy: New Technologies and the Children's Online Privacy Protecti

commerce.senate.gov

April 29 at 10:48am · [Comment](#) · [Like](#) · [View Feedback \(8\)](#) · [Share](#)



Facebook and Government Today Facebook hosted Deputy Secretary of Defense William Lynn to discuss the challenges and benefits of the Department of Defense (DoD) using social media.

April 28 at 4:28pm · [Comment](#) · [Like](#) · [View Feedback \(12\)](#)



Facebook and Government We've had an amazing response to our announcements from last week as more and more people engage with social and personalized experiences on other websites and services. We've also heard many questions and wanted to answer the most common ones here to explain in more detail how a new set of tools—called social plugins—...

[See More](#)

blog.facebook.com

blog.facebook.com

April 28 at 12:39am · [Comment](#) · [Like](#) · [View Feedback \(8\)](#) · [Share](#)




Facebook and Government Facebook DC's Andrew Noyes is presenting today at a ThinkGov event focusing on optimizing Facebook Pages and Facebook's relationship with the [That's Not Cool](#) campaign.

Facebook

facebook

Search



facebook
Security

[Suggest to Friends](#)

[Subscribe via SMS](#)

Like this Page to receive updates about how to stay safe on Facebook and across the Internet.

Facebook Security

Wall

Info

Take Action

Threats

Protect PC

White Hats

>>

Facebook Security + Others

Facebook Security

Just Others



Facebook Security There's a rumor going around that Facebook is exposing people's phone numbers without their permission. It's not true. Our Phonebook feature provides an easy way for you to find your friends' phone numbers if they've posted them to Facebook and made them available to their friends. Learn more in this blog post, and ...

[See More](#)



ALERT: Facebook Phonebook Is Not A Security Threat

www.allfacebook.com

There's a viral message going around on Facebook suggesting that users need to alert their friends to the fact that their phone numbers are being published. While your friends may be able to see your phon ...

[about an hour ago](#) · [Comment](#) · [Like](#) · [View Feedback \(1,490\)](#) · [Share](#)



Facebook Security Scammers often make false claims to try to trick people into handing over their information. Check out the "Threats" tab to learn the most common ones, and remember that Facebook is free to access and always will be.



Debunked: Why you'll never have to pay for Facebook

www.cnn.com

Millions of Facebook addicts worldwide worry that someday soon they'll have to pay to use the site.

[June 23 at 1:58pm](#) · [Comment](#) · [Like](#) · [View Feedback \(2,581\)](#) · [Share](#)



Facebook Security Certain malicious websites can cause your browser to take action without your permission. For example, clicking on a link on one of these websites might cause the website to be posted to your Facebook profile. As always, beware of strange links, and if you see one, tell the friend who posted it.

[June 15 at 11:01pm](#) · [Comment](#) · [Like](#) · [View Feedback \(3,990\)](#)



Facebook Security Facebook and National Parent Teacher Association are joining forces to promote safe and responsible Internet use for kids, parents and teachers. Read more here.



Are your kids safe online? Facebook, PTA want to make sure

edition.cnn.com

Millions of parents worry that their kids might be exposed to inappropriate content online. Facebook and the National Parent Teacher Association (PTA) are joining forces to promote safe and responsible Internet use for kids, parents and teachers.

Twitter is Short, Sweet, and

- ⦿ An immediate communication tool
- ⦿ Can improve public perception
- ⦿ Redistributes news and information
- ⦿ Reaches followers via mobile devices
- ⦿ Logs interaction
- ⦿ Great for emergency situations

Tweet Wisely

- ⦿ If it is important use #hashtags
 - Team - send your #FY11Budget requests by 5 PM
- ⦿ Be inquisitive
- ⦿ Keep it short
- ⦿ Stay responsive
- ⦿ Follow others

Come to "Public Meeting on Options For Bruce B. Downs Blvd widening" Thursday, April 1 from 6:30 pm to 8:00 pm....

<http://bit.ly/d2MKIo>

11:40 AM Mar 25th via Facebook

County Commission voted last week to reinstate the Ruskin No-Fee Transportation Zone, which will help encourage...

<http://bit.ly/bStGQ3>

11:36 AM Mar 25th via Facebook

Learn more about the proposed transportation tax referendum. Visit the website at:... <http://bit.ly/d0vTgE>

11:33 AM Mar 25th via Facebook

Let Hillsborough County know about problems you may have faced getting housing you wanted in the past due to some...

<http://bit.ly/abJ8Js>

11:32 AM Mar 25th via Facebook

Today's prescribed burn in Cone Ranch will last one day. Information at (813) 672-7876. <http://bit.ly/bb0QOv>

10:15 AM Mar 25th via Facebook

Conducting a prescribed burn today, Thursday, March 25 at Wolf Branch Creek Preserve, South of Big Bend Road, West...

<http://bit.ly/cJQvWc>

9:50 AM Mar 25th via Facebook

Hillsborough FL (HillsboroughFL)



<http://twitter.com/Hillsb>

File Edit View Favorites Tools



Hillsborough FL (HillsboroughFL)



The official tweets for Hillsborough County, FL government.

Located midway along the west coast of Florida, Hillsborough County has 1,048 square miles of land and 24 square miles of inland water area for a total of 1,072 square miles. The unincorporated area encompasses 909 square miles, or more than 84 percent of the total county area. Municipalities account for 163 square miles.

~ hillsboroughcounty.org

🔒 plant produced more HMA and now have enough for correction area

3:24 AM Jun 19th from TweetDeck

🔒 3:35 am, finish milling

2:40 AM Jun 19th from TweetDeck

🔒 3

2:40 AM Jun 19th from TweetDeck

🔒 milled out correction area at Regal Sun turn lane, plant did not make enough HMA to cover area, will pave on 6/21

2:38 AM Jun 19th from TweetDeck

🔒 due to rain delay, unable to pave Hilton access, please make sure that irrigation is off for paving on Sunday night 6/21

2:36 AM Jun 19th from TweetDeck

🔒 PLT- QA Lot #13 subplot #1: PGAB=5.01% (4.8%), Voids = 4.94% (4.0%), P8=41.56% (39%), P200= 5.60% (5.2%)// Gmm=2.512 Max = 156.4

12:32 AM Jun 19th from web

🔒 Lot 12 Cumulative Pay Factors (CPF): PGAB=1.05, VOIDS=1.05, P8=1.00, P200=1.05, Mat=1.00, Joint=1.00 // CPF = 103% (621.12 tons)

11:28 PM Jun 18th from web

🔒 Lot 11 Cumulative Pay Factors (CPF): PGAB=1.00, VOIDS=1.05, P8=1.05, P200=1.05, Mat=1.00, Joint=1.00 // CPF = 102% (110.56 tons)

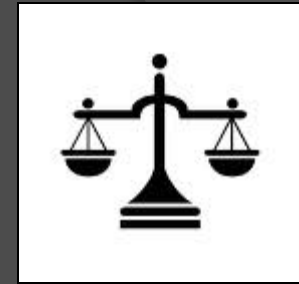
11:21 PM Jun 18th from web

🔒 10:20 pm, start paving surface course @ Double Tree intersection

9:29 PM Jun 18th from TweetDeck

Twitter and Project Management

Risks and Legal Issues: Federal Issues



- Freedom of Information Act - 1966
- Privacy Act of 1974
- Section 508 – Accessibility Rights
- First Amendment
- Communications Decency Act – 1996
- Copyrights

Risks and Legal Issues: State of Florida



- ⦿ Government in the Sunshine
- ⦿ FL Public Records Law
- ⦿ FL Attorney General Opinion
- ⦿ Records management/retention

Risks and Legal Issues: Security



- ⦿ Passwords
- ⦿ Spear phishing
- ⦿ Social engineering
- ⦿ Spoofing

Risks and Legal Issues: Security



- No personal information
- Government negotiated terms of use
- Anti-virus software
- Facebook Security Page

Risks and Legal Issues: Administrative Issues



- ⦿ Designated individuals
- ⦿ Establish boundaries
- ⦿ Provide online training
- ⦿ Maintain lists
- ⦿ Change passwords

Social Media Policy

- ⦿ Critical to have one
- ⦿ What sites the agency will utilize
- ⦿ How the agency will use social media
- ⦿ Security measures
- ⦿ Proper management and retention

How Can Social Media Help Us?

- Easily spread the word
- Be part of the conversation
- Shape public perception
- Project Management



SOCIAL MEDIA INFORMATIONAL SHEET

FACERS 2010
Annual Meeting

*Social Networking for
Public Organizations*

Amy Blaida/RS&H
Amy.blaida@rsandh.com

Herb Raybourn/RCID
HRaybourn@rcid.dst.fl.us

FACEBOOK HOW TO

<http://www.facebook.com/pages/create.php>

Facebook and Government Page: A Facebook page for information about how Government can best use Facebook.

<http://www.facebook.com/government>

Facebook Security

<http://www.facebook.com/security>

TWITTER HOW TO

Twitter 101: A Special Guide

<http://business.twitter.com/twitter101>

BLOG HOW TO

<http://www.google.com/support/blogger/?hl=en>

LEGAL ISSUES: FLORIDA

Florida Attorney General Advisory Legal Opinion #AGO 2009-19
MUNICIPALITIES—RECORDS—GOVERNMENT IN THE SUNSHINE LAW—
INTERNET—public record implications for city's Facebook page

<http://www.myfloridalegal.com/ago.nsf/Opinions/25F14F90483F3901852575A2004E46CB>

Florida Attorney General Advisory Legal Opinion #AGO 2008-07

PUBLIC RECORDS – GOVERNMENT IN THE SUNSHINE – MUNICIPALITIES –
COMPUTERS – WEBSITES – application of Sunshine Law and Public Records Law to
city council members posting comments on website operated by a council member

<http://www.myflsunshine.com/ago.nsf/sunopinions/B4D1320C99E9E532852573FB00726034>

LEGAL ISSUES: FEDERAL

Communications Decency Act, 1996

http://frwebgate.access.gpo.gov/cgi-bin/getdoc.cgi?dbname=104_cong_public_laws&docid=f:publ104.104

SOCIAL MEDIA POLICIES

Database of government and non-profit policies

<http://socialmediagovernance.com/policies.php?f=5>

North Carolina Office of the Governor/NC Office of Information Technology
Services/NC Department of Cultural Resources: Best Practices for Social
Media Usages in North Carolina

http://www.records.ncdcr.gov/guides/best_practices_socialmedia_usage_20091217.pdf

OTHER HELPFUL INFORMATION

Making the Most of Social Media – 7 Lessons from Successful Cities

http://ivyridgegreen.org/media/Fels_socialmedia_final.pdf

Twenty Theses for Government 2.0 (Steve Radick of Booz, Allen, Hamilton)

1. The risks of social media are greatly outweighed by the risks of NOT doing social media
2. Your Government agency/organization/group/branch/division is not unique. You do not work in a place that just can't just use social media because your data is too sensitive. You do not work in an environment where social media will never work. Your challenges, while unique to you, are not unique to the government.
3. You will work with skeptics and other people who want to see social media fail because the transparency and authenticity will expose their weaknesses.
4. You will work with people who want to get involved with social media for all the wrong reasons. They will see it as an opportunity to advance their own careers, to make more money, or to show off. These people will be more dangerous to your efforts than the biggest skeptic.
5. Younger employees are not necessarily any more knowledgeable about social media than older employees. Stop assuming that they are.
6. Before going out and hiring any social media "consultants," assume that there is already someone within your organization who is actively using social media and who is very passionate about it. Find them, use them, engage them.
7. Mistakes can and will be made (a lot). Stop trying to create safeguards to eliminate the possibility of mistakes and instead concentrate on how to deal with them when they are made.
8. Information security is a very real and valid concern. Do NOT take this lightly.
9. Policies are not written in stone. With justification, passion, and knowledge, policies and rules can and should be changed. Sometimes it's as easy as asking, but other times will require a knockdown, drag-out fight. Both are important.
10. Be humble. You don't know everything so stop trying to pretend that you do. It's ok to be wrong.

Twenty Theses for Government 2.0 (Steve Radick of Booz, Allen, Hamilton)

11. But, be confident. Know what you know and don't back down. You will be challenged by skeptics and others who do not care and/or understand social media. Do not let them discourage you.
12. There are true social media champions throughout the government. Find them. Talk to them. Learn from them.
13. Government 2.0 is not a new concept. It's getting so much attention now because social media has given a voice to the ambitious, the innovative, and the creative people within the government.
14. Social media is not about the technology but what the technology enables.
15. Social media is not driven by the position, the title, or the department, it's driven by the person. Stop trying to pigeon-hole into one team or department, and instead think of a way to bring together people from across your organization.
16. Instead of marketing your social media capabilities, skills, experience, platforms, software, etc. to the government, why don't you try talking with them? An honest conversation will be remembered for far longer than a PowerPoint presentation.
17. Today's employees will probably spend five minutes during the workday talking to their friends on Facebook or watching the latest YouTube video. Today's employees will also probably spend an hour at 10:00 at night answering emails or responding to a work-related blog post. Assume that your employees are good people who want to do the right thing and who take pride in their work.
18. Agency Secretaries and Department Heads are big boys and girls. They should be able to have direct conversations with their workforce without having to jump through hoops to do so.
19. Transparency, participatory, collaborative – these terms do not refer only to the end state; they refer to the process used to get there as well. It's ok to have debates, arguments, and disagreements about the best way to go about achieving "Government 2.0." Diverse perspectives, opinions, and beliefs should be embraced and talked about openly.
20. It's not enough to just *allow* negative feedback on your blog or website, you also have to *do* something about it. This might mean engaging in a conversation about why person X feels this way or (gasp!) making a change to an outdated policy. Don't just listen to what the public has to say, you have to also care about it too.

Thank you