



Social Media, The Good, The Bad, and The Ugly

LMGT- 2019

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Disclaimer

- ◆ **The information contained within this presentation is not intended to serve as legal advice. You should create and design your internal agency policies and procedures under the advice and guidance of your own legal counsel, risk managers, and human resource officials.**

- ◆ The methods of social media at our fingertips can be a wonderful addition to any department if used correctly, however there has been increasing problems amongst the public safety arena of employees posting less than ideal comments.

Objectives

- ◆ History of Social Media
- ◆ What is Social Media?
- ◆ Types of Social Media
- ◆ Marketing your organization
- ◆ Safe/unsafe usage
- ◆ Examples of Social Media both good, bad, and OMG you didn't post that did you!!!!



MAKING SENSE OF SOCIAL MEDIA



A History of the Business of Social Media



1978

Ward Christensen and Randy Suess, two computer hobbyists, invent the **computerized bulletin board system (BBS)** to inform friends of meetings, make announcements and share information.

1993

Students at the University of Illinois at Urbana-Champaign develop **Mosaic**, the browser credited as making the World Wide Web available to the public, and Web pages as we know them today were born.

Beverly Hills Internet Launches **GeoCities**, a service that allows users to create their own websites.

1994

The Internet is referred to as the **Information Superhighway**. Newsweek features an article, "The Internet? Bah!" that discounts the influence of the Internet and predicts it will never replace traditional media.



1998

1997

1995

Blogging service **Blogger** launches.

The dot.com **bubble bursts** and the future of the Internet is uncertain.

1998

GeoCities goes public.
Friends Reunited, the first social network to achieve popularity, was founded in Great Britain to locate past school friends.
Yahoo buys **GeoCities** for **\$3.57 billion**.

1997

GeoCities surpasses one million members.
AOL Instant Messenger lets users chat.
Blogging begins.
Google launches.

1995

The Web has one million websites.



2000

Seventy million computers are connected to the Internet.

Social networking site **Friendster** launches. It grows to 3 million users in three months. Its user base peaks in 2008.

2002

AOL has 34 million members.
MySpace launches.



2003

Google buys **Blogger**.
Linden Lab introduces the virtual world, **Second Life**.
LinkedIn launches as a social networking site for professionals.

Facebook launches for students at Harvard. It's referred to as a college version of Friendster. An unnamed investor offers Mark Zuckerberg \$10 million to buy it. Zuckerberg declines.

MySpace is the most popular social networking site in the U.S.

Friends Reunited, now with 15 million members, is sold to the British television company ITV.

YouTube begins storing and retrieving videos.

You Tube

2005

News Corp buys **MySpace** for \$580 million.

Viacom offers to buy **Facebook** for \$75 million. Facebook declines. It launches for high school students.

2004

MySpace outperforms **Friendster** in page views.

Digg launches as a social news site where people can share content from anywhere on the Web.

Bebo—an acronym for Blog Early, Blog Often—launches as another social networking site.

2006

Viacom returns with an offer to buy **Facebook** for **\$1.5 billion**, but the deal falls through. **Yahoo** tries to buy Facebook for **\$1 billion**, but Facebook declines the offer. Facebook extends its membership to anyone over the age of 13 and releases Facebook Platform, a service that let's third-party developers create apps for the site.

Google gets **400 million** searches a day.

Twitter is born.



2007

Facebook outperforms **MySpace** in terms of monthly unique visitors. It launches **Beacon**, an advertising system that exposes user purchasing activity. MoveOn.org and many others protest, calling it an invasion of privacy. Beacon shuts down in 2009.

Google offers to buy **Facebook** for **\$15 billion**.

Apple releases the **iPhone**.

2008

2008

ITV sells the relatively unsuccessful **Friends Reunited** to Brightsolid Limited.

Facebook reaches more than **400 million** users. It surpasses Google's weekly traffic.

MySpace popularity declines to **57 million** users.

2009

Twitter breaks the news story about a plane landing in the Hudson River.

Unfriend is the New Oxford American Dictionary word of the year.

Microsoft launches **Bing** to compete with Yahoo and Google.

Bebo is purchased by **AOL**.

Facebook tries to buy **Twitter** for **\$500 million**.

Tumblr launches.

2008

Facebook is ranked as the most-used social network worldwide, with more than **200 million users**. The site's traffic is twice that of **MySpace**.

facebook.

2010

To compete with Facebook and Twitter, **Google** launches **Buzz**, a social networking site integrated with Gmail. In its first week, millions of Gmail users created 9 million posts.

AOL sells **Bebo** to Criterion Capital Partners.

Apple releases the **iPad**.



The **population of Internet** is estimated at **1.97 billion users**, nearly **30 percent of the global population**.

The **Internet surpasses newspapers** as a primary way for Americans to get news. It's the third most popular news platform, with many users using social media and personalized feeds to gather news.

2011

MySpace and **Bebo** are redesigned and updated to compete with the far more successful Facebook and Twitter.

Facebook reaches an annual revenue of **\$3.7 billion**.

Apple introduces a music-based social network called **Ping**.

News Corp. sells **MySpace** to digital media firm **Specific Media** for **\$35 million**.

There are more than **550 million people** on **Facebook**, **65 million tweets** sent through **Twitter** each day, and **2 billion video views** per day on **YouTube**. **LinkedIn** has **90 million professional users** and goes public.

Tumblr hits **1 billion page views per month**, **2 million posts per day** and plans to start generating some revenue.

Pinterest launches as a content curation site.

LinkedIn is the second most popular social media site in the U.S., with **33.9 million monthly unique visitors**.

Twitter delivers **33 billion Tweets per day**.

Google+ launches.

Pinterest drives more traffic to retailers than LinkedIn, YouTube and Google+, reaching **10 million monthly unique visitors** faster than any other standalone site—ever. It secures \$27 million in funding from Andreessen Horowitz.

Pinterest competitor **Snip.it** launches.

2012

Facebook files for an **IPO** and plans to raise **\$10 billion** by the time it begins selling shares this spring, valuing the company between **\$75 billion** and **100 billion**—a stock-market record.

Twitter reaches **12,233 Tweets per second** during the **Super Bowl**.

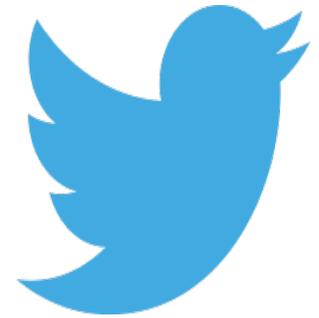


What is Social Media?

- ◆ Online content created by users
- ◆ A fundamental shift how users discover, read, and share information, news
- ◆ Encourages a dialogue
- ◆ Not just readers, but contributors
- ◆ Free speech...no expensive equipment or costly license required

The Big Six of Social Media

Linked 



YAHOO! ANSWERS

You 

facebook

Pinterest

facebook®

- ◆ Launched in 2004
- ◆ Over 955 Million users
- ◆ Real time communication
- ◆ Chat feature
- ◆ Unlimited photos
- ◆ Status updates

You Tube

- ◆ Created in 2005
- ◆ Video Sharing website
- ◆ Members can post videos
- ◆ Over 800 million users a month
- ◆ Owned by Google

The Twitter logo is displayed in a stylized, rounded, blue font with a white outline and a slight drop shadow, set against a white rectangular background. The background of the slide is a dark blue gradient with a white curved line at the bottom.

- ◆ Created in March 2006
- ◆ Over 500 million users
- ◆ Users can “tweet”
- ◆ Microblogging...
- ◆ Follow or be followed
- ◆ Only allows 1 picture of the user on profile
- ◆ 140 character limit



Linked

- ◆ Business oriented social media platform.
- ◆ Post resumes...work history, areas of specialty
- ◆ Online meet and greet

Pinterest

- ◆ Started in March 2010
- ◆ Pinboard style
- ◆ Photo sharing, recipes sharing
- ◆ Great platform for DIYers
- ◆ Businesses like to use it to redirect users back to their own site
- ◆ Mostly used by women (97%)



YAHOO! ANSWERS

- ◆ Created in 2005
- ◆ Community driven question and answer site
- ◆ Knowledge base isn't that deep

Interesting facts....

- ◆ If Facebook were a country it would be the third largest country based on population. China and India
- ◆ 91% of adults use a Social Media platform of some variety
- ◆ Around 350 million people suffer from FAS(facebook addiction syndrome)

The Why's

- ◆ 7 psychological needs
 - ◆ Acknowledgment
 - ◆ Attention
 - ◆ Approval
 - ◆ Appreciation
 - ◆ Acclaim
 - ◆ Assurance
 - ◆ Inclusion

- ◆ Am I looking to be seen or validated?

- ◆ Can I do it better or in a more constructive manner?

Other suggestions

- ◆ Points to ponder
 - ◆ Be your self, utilize your personal brand
 - ◆ When tweeting...Is it true? Is it necessary?
 - ◆ Experience it now, but share it later
 - ◆ Be active, not reactive
 - ◆ Respond with full attention.
 - ◆ Use it sparingly
 - ◆ Before you hit Submit/Enter/Post/Tweet stand up and leave for a brief bit.

Building a Social Media Strategy



Social Media Marketing

- ◆ Increasing website traffic through Social Media sites. Redirecting...
- ◆ Goal is to create content that other users can share within their own social networks
- ◆ COBRAS- Consumer Online Brand Related Activities
Ex.. Uploading pics of new items for others to see
- ◆ EWOM- Electronic Word of Mouth. Ex..product reviews

Social Media Marketing

Advantages

- Up to date information dissemination ie...road closures, traffic problems due to incidents, wx related messages
- Works for staff and citizens
- Information is passed out to as many individuals as needed as long as they are part of your social media family.
- Information rich environment. One tweet leads to many
- What is your ROI.
- Why do you think organizations like this?...Any thoughts.

Social Media Marketing

Disadvantages

- ◆ Potential unintended release of information
- ◆ Legal ramifications
- ◆ HIPAA

- ◆ Don't use it if you have a policy against it...also just because you don't have a policy, doesn't mean you can use it.
- ◆ Common sense applies
- ◆ Potential host inexperience...

EXAMPLES

- ◆ York County Sheriffs Office
- ◆ LA City Fire Department
- ◆ Connected Cops

York-Poquoson Sheriff's ... Timeline 2012 Highlights

Liked

+ Create A Page

York-Poquoson Sheriff's Office July 11

UPDATE: We are no longer looking for the Stevens brothers. They have just turned themselves in to the Virginia Peninsula Regional Jail.



Like · Comment · Share 143 150 30

York-Poquoson Sheriff's Office July 11

UPDATE: Previously, information had been received that the Stevens brothers would turn themselves in on Monday, 7/9/12. The latest information is that they may have fled the state. Anyone with information on their whereabouts is asked to call the York Poquoson Sheriff's Office at 757-890-3630 or Poquoson Police Department at 757-868-3501.



Like · Comment · Share 17 4 30

York-Poquoson Sheriff's Office July 10

SUSPECTS SOUGHT ON FELONY ASSAULT CHARGES

- Now
- August
- 2012
- July
- June
- May
- April
- March
- February
- January
- Joined Facebook

Sponsored

Jameson Whiskey Hat



Officially licensed Jameson Whiskey Hat. Hard to find item. Embroidered Jameson branding. Order today. Sure to please an Irish friend.

Jerry B. Ford likes CelticClothing.com.

Chat (29)

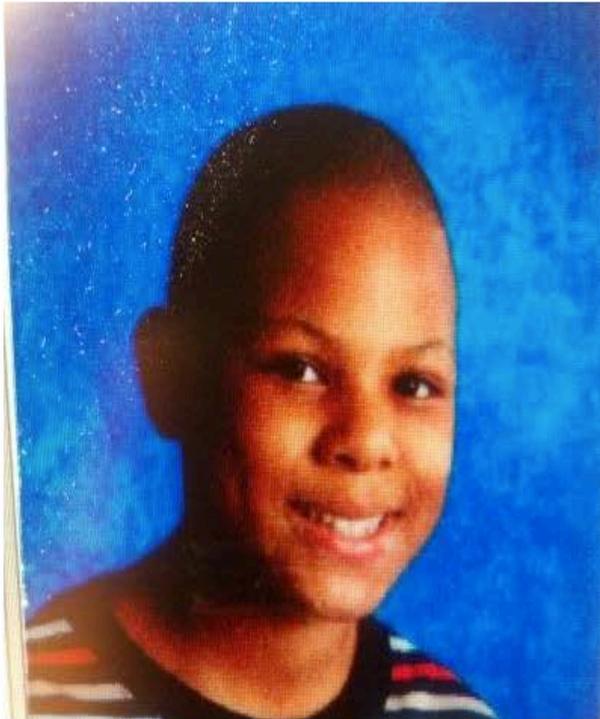


York-Poquoson Sheriff's ... Timeline 2012 Highlights

Liked

MISSING CHILD - WE NEED YOUR HELP!

York-Poquoson Sheriff's deputies are seeking the public's assistance in locating a missing child. On 5/14/12 at 8:56 p.m., dispatch received a call that Linnie W. Cain III had not been seen since approxim...See More



Like · Comment · Share

8 12 198



is looking for a missing 12-year-old boy who was last seen Monday in the

Like · Comment · Share

1 86



York-Poquoson Sheriff's Office

May 15

SEARCH PHOTOS FROM 5/15/12 (9 photos)



+ Create A Page

Now

August

2012

July

June

May

April

March

February

January

Joined Facebook

Sponsored

How To Do More Pull-Ups



Do more and better pull-ups. Learn how from the expert at Pull-Up Challenge.

201 people like Challenge Workouts.

Chat (26)

York Poquoson Sheriffs Office

- ◆ <http://www.facebook.com/photo.php?v=3581599551661>
- ◆ What was a staggering statistic you heard?
 - ◆ Jump in users?



- Contact Us
- News & Information
- Fire Prevention
- Education
- Fire Chief



Select Language

MAIN MENU

- Home
- Find a Fire Station
- News & Information
- Community
- Public Relations
- Arson
- Fire and Life Safety Education
- Professional Standards
- Fire Prevention
- Administration
- Fire Commission
- Charitable Partners
- LAFD-CERT
- Volunteers
- LAFD History

FireSmart:LA
 Pau Gasol works with the LAFD & MySafe:LA to promote smoke/co alarm and escape planning via FireSmartLA. Are you on the team?

MORE

We Want To Hear From You

✉ Suggestion Box [English](#) - [Español](#)

✉ How did we do? [English](#) - [Español](#)

Telephone Hot List

**In an emergency
always dial 911**

Click here for a list of commonly dialed LAFD phone numbers

Today's LAFD Statistics

Red Flag Status



Hello Guest!

ConnectedCOPS.net

Law enforcement's partner on the social web



- Home
- About
- CC Writers
- Contact LAWS
- Documents
- CC Awards
- Case Studies
- SMILE
- Shop

- EMERGCOMMS
- INFO SHARING
- MOBILE APPS
- INTERNET SAFETY
- SM USE
- SM POLICY
- SM TOOLS
- QUICKTIPS

CCSO Website Turns Into Storm Central When Weather Threatens

Karie Partington is the Public Affairs Manager at the CCSO The corporate world is...

Interactive Social Media: Should my department be involved?

CCSO Website Turns Into Storm Central When Weather Threatens

Social Media Quick Tip: Is Facebook Truly a Public...

Social Media Quick Tip: Claim Your Community

Sign up for LAWSComm's eNewsletter

GO

Privacy by SafeSubscribeSM
For Email Marketing you can trust

Sponsored by...

LAWSCOMM ACADEMY
Social Media training for law enforcement

SMILE CONFERENCE
Social Media the Internet and Law Enforcement

Interactive Social Media: Should my department be involved?

By *Tim Henton* September 3, 2012 0

Social Media Quick Tip: Claim Your Community

By *Lauri Stevens* August 26, 2012 0

C-COPS Categories



Virtual Neighborhood Watch: How Social Media is Making Cities Safer

October 1, 2009 by Josh Catone
149

Ads by Google

Raytheon - Radio Interoperability Now. Public Safety, Federal, Military
www.raytheon.com/civilcomms

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Social media tools like Twitter, Facebook, YouTube, and even email, instant messaging, and SMS have become the defacto way we communicate with each other. Because of the mainstream embrace of social media, we now live in a world where information is shared at lightning speeds and as a result, we're actually finding ways to use that free flow of data and information to make the world a safer place to live.



From tracking trends in crime to finding the safest bike routes around a city, from getting emergency alerts during a disaster to understanding the spread of dangerous illnesses, social media is being used by both public officials and private citizens to make our cities safer. This post outlines just a few of the ways that social media tools are now being employed to keep the public safe and informed.

Mashable on Follow

Like Candace Smith Nicolls, Mason Copeland and 981,896 others like this.

+1 66k Recommend on Google

Follow @mashable 2.9M followers

LinkedIn YouTube Stumble RSS More subscription options >

See Tony Robbins at Dreamforce For FREE
 dreamforce
FRIDAY, SEPTEMBER 21
8:30AM-1:00PM
SAN FRANCISCO
SAVE YOUR SEAT >
A \$995 VALUE

0 Like
0 Tweet
0 +1
0 Share
0 Pin It
0 Share

Safe usage of Social Media?

- ◆ What you post depends on what is outlined in your specific departmental policy?
- ◆ Choose your social media network carefully
- ◆ Be careful about who you accept as friends/followers
- ◆ Assume that everything you post cannot be taken back

Fire/Ems concerns

- ◆ Years ago we had to create policies about email usage
- ◆ Now we have more to worry about
 - ◆ Social Media
 - ◆ Texting
 - ◆ Photographing of incident scenes
 - ◆ Blogging
 - ◆ Usage of smart phones at work
 - ◆ FOIA requests other privacy concerns

Incident Scenes



Provider/Employee public image



HIPPA or Privacy Issues



Legal Case Nightmares



Case #1- Spaulding County, GA

Firefighter takes on scene video of crash site with fatality



Parents see video of their deceased daughter posted on internet



Case #1

- ◆ Firefighter tapes the crash scene
- ◆ Shares footage with co-workers and later at a bar, then send the footage via cell phone
- ◆ Parents notified by their ex brother in law of footage
- ◆ Media runs wild with case
- ◆ Firefighter retains legal counsel
- ◆ Spaulding County hires 3rd party law firm to conduct an investigation.

Case #1...The fall out

- ◆ Punishment recommendations
- ◆ Terminate employment of FF Reid
- ◆ Terminate the Fire Chief (Did not happen)
- ◆ Written reprimand for CPT and LT on scene. CPT fought his reprimand
- ◆ Other discipline to the three other FF's who witnessed FF Reid taking the video, yet doing nothing about
- ◆ Verbal reprimand to a firefighter who watched the video, but wasn't even in the call...also didn't report

Case #1

- ◆ Reminders

- ◆ Photos and other digital media may be part of a crime scene and therefore may be part of an investigation
- ◆ Failing to secure that evidence may become a legal issue

Case #2

NLRB v. American Medical Response

- ◆ CT Fired over Facebook posts about her boss
- ◆ DawnMarie Souza
 - ◆ Made Facebook posts on her time at home computer to rant about supervisor.
 - ◆ Fired from AMR.
 - ◆ NLRB filed suit against AMR.
 - ◆ Only significant outcome was AMR had to reword policies and directives to not allow for any defamatory language towards workplace/co-workers/supervisors

Other instances

- ◆ Firefighter in Hialeah, FL under investigation for racist posts when posting about a man he saw on a scooter with a goat
- ◆ Mississippi- Columbus FF inquires on FB the whereabouts of a 2 year old's mother after the child was hit by a car.
 - ◆ 2 other FF and a LEO face investigations for "liking" it
- ◆ TN- 5 firefighters disciplined for making comments to a FB page set up to save a firehouse from closure. Comments made on company time.

More

- ◆ Bourne, Mass.- Veteran firefighter is terminated after Facebook postings that ridiculed his superiors. Violation of dept. policy
- ◆ Memphis, TN- paramedic and a firefighter were suspended for four hours after posting a picture of an injured patient on Facebook.
- ◆ Milwaukee, WI- Two Milwaukee firefighters lose their jobs after posting a video on YouTube that shows them using derogatory language and racial slurs.
- ◆ Houston, TX- Veteran FF assisted a citizen who was given 4 tickets from HPD. Tickets never submitted
- ◆ TX- a flight medic from Careflight was terminated after posting that her last patient needed restraining and wanted to slap the patient.
- ◆ Colleton County, SC- FF fired over a cartoon video he created that caused awkward relationships with local hospitals and ER staff.

Not all news is bad news

- ◆ Sparkles Safety Spot- Memphis Fire Dept.
 - ◆ Online live streaming fire safety show
- ◆ Podcasts
- ◆ A bicyclist in Connecticut suffered injuries when she crashed in a remote wooded area during a mini-triathlon. The woman, an amateur cyclist from Philadelphia tried screaming for help but no one heard her, according to an article published by "USA Today."
- ◆ She was just far enough out of range to make a call her cell phone, but she did have enough to send a Twitter message: "I've had a serious injury and NEED Help!" she typed. "Can someone please call Winding Trails in Farmington, CT tell them I'm stuck bike crash in woods."
- ◆ Within minutes, more than a half dozen people notified authorities and shortly after, the woman heard an ambulance siren. Her Tweet for help was heard.

Yet another success story

- ◆ A similar event happened recently in Atlanta. A city councilman used Twitter to notify paramedics of a woman suffering at a downtown intersection, according to WSBTV, Channel 2 in Atlanta. The councilman's cell phone battery was low and he was concerned about losing power during a 9-1-1 call. Instead, he Tweeted: "Need a paramedic on corner of John Wesley Dobbs and Jackson St. Woman on the ground unconscious. Pls ReTweet."
- ◆ Within seconds, fellow Twitter followers were on the phone with 9-1-1 and the paramedics took the woman to a nearby hospital for treatment of seizures

Policy Suggestions

- ◆ Have One!!!
- ◆ Photographs or digital media taken while on duty should be property of the department
- ◆ No one takes pictures without prior approval to do so.
- ◆ No one takes pictures with personal devices, but rather dept issued for dept use.
- ◆ Social media policy should also address digital images
- ◆ Be careful to not suppress first amendment rights or collective bargaining rights of employees in policies...YOU WILL BE CHALLENGED ON THIS

The Do's of Social Media

- ◆ Become familiar with employees work rules or policies the deal with social media
- ◆ Maximize the social media privacy setting on your page to friends only.
- ◆ Be mindful of who you accept friends requests from.
- ◆ Stop and think...Simpson method If you think its cute...you probably shouldn't do it.
- ◆ Always assume that everything is visible to everyone.
- ◆ Would you show your Mom!!!

The Don'ts of Social Media

- ◆ Accept friend requests from subordinates and vice versa
- ◆ Post comments about or pictures/videos of senior/subordinate staff
- ◆ Post pictures of yourself doing inappropriate things or questionable behavior
- ◆ Think you can make comments private by sending them by private message
- ◆ Engage in non authorized social media while on the clock and on company computers

Conclusion

- ◆ Social Media can be a good addition to any department, providing the person managing it is well informed and well disciplined.
- ◆ Watch what you post, but don't post what you watch.