Objectives

- Overview of Mainstream Social Media
- Social Media as Friend and Foe
  - Real Life Examples
  - Takeaways/Considerations

Social Media: Friend

- Cost effective, instant and improves communication
- Encourages public involvement and helps garner support
- Collaboration / collective knowledge
- Real-time public record retention
- Promote your township
- ‘Coolness Factor’
Social Media: Foe

- Legal
- Operational/Reputational
- Employment
- IT/Security

Legal Risks

- Freedom of Information Act
- 1st and 4th Amendments

1st & 4th Amendment Rights
Can a civilian video a police encounter?

Generally, a person has the right to photograph or record video of anything in plain view provided it's in a public space and they do not obstruct.
Legal Risks
- Open Meeting
- Discrimination

Legal Risks
- Copyright
- Costs
- Privacy

Operational/Reputational Risks
- Costs: Time and labor
- Responsiveness
- Record Management
- Perception
Employment Risks

- Productivity
- “Digital Water Cooler Conversations”
- Hiring/Firing
- Establish, Monitor, Maintain, Review, Enforce and Update Policies, Procedures and Training

IT/Security Risks

- Oversubscribed
- Viruses, hacking and hijacking
- Data leaks
- Integration
- Team in place
- Crisis management plan

Considerations

- Team up
- Determine purpose and goals
- Conduct risk assessment
- Identify existing policies
- Determine approach to managing and preserving social media records
- Determine administrative approach
Administrative Approach

- **Social Media Manager/Public Information Officer:** One person is in charge of all social media, including all aspects of content creation and management.

- **Hub & Coordinator:** One person coordinates, and trained staff members manage their own department’s pages and social media communications.

Considerations

- Team up
- Determine purpose and goals
- Conduct risk assessment
- Identify existing policies
- Determine records and administrative approach
- Create and maintain a clear, comprehensive social media policy

Policy Considerations

- State the purpose
- Reserve right
- Include disclaimers
- Not too broad
- Stipulate content
- Not too restrictive
- Written consent for use
- Compliance: All applicable laws and policies
Mastering Media Considerations

- Add Value
- Intended Audience and Their Platforms
- Build Relationships and Trust
- Listen and Monitor
- Avoid Hard Sell
- Be Respectful
- Be Willing to Tolerate
- React Responsibly and Positively

Emerging Social Media Issue

- Body/Dashboard Cameras
  - Friend or Foe

Police Worn Body Cams

**Friend**

- Precise information
- Successful prosecution
- Decreased liability
- Increased public support
- Better behavior
- Perception/transparency
- Officer accountability
- Internal investigations/training

**Foe**

- Standards/Policies
- Learning curve
- Officer safety
- On/off
- May capture bad acts
- Privacy
- Subjective interpretation
- Costs
Lessons Learned

- Communicate Social Media Policy
- Obtain Signed Acknowledgement
- Train Staff and Establish Back-Up
- Enforce Consistently
- Provide Contact Information
- Review and Update
- Maintain Other Forms of Communication
- Utilize Online Media Platforms Rules

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