

Social Media

Fun for everyone (else)
Work for y'all.

WPPA Lunch & Learn | June 11, 2024





Today's Presenters

Steve Gross, Legal Consultant– MRSC

Abbi Russell, Principal Communications Specialist -
MFA

Shalyn Wirfs, Senior Marketing Specialist – MFA

Colleen Newell, Project Communications Specialist -
MFA



Agenda

- Introduction – Mandy
- General overview (how ports are/can use social media) - Abbi
- PRA/OPMA/Records Management- Steve & Shalyn
- Metadata – Practical Applications– Shalyn
- Social Media Policy Development – Colleen
- Questions - all



Using Social Media

The background of the slide is a solid blue color with a faint, light blue grid pattern. In the center, there is a stylized compass rose or starburst graphic, also in a light blue color, with eight points extending outwards. The overall aesthetic is clean and modern.

Ports in the Social Space

- Port opportunities
- Community expectations
- Multiuse tools
- Legalities, records retention



Legal Stuff



- **Records Management**
- **PRA**
- **OPMA**





Records Retention



Determine whether the social media post is a primary or secondary copy.



Use the same record series you would use for non-electronic documents*.



Make sure your “cloud” computing contracts have retention and production clauses.



Consider archiving software for social media accounts.

Records Retention



Pitfalls!



Private accounts



File management – how to “link” paper, electronic docs, emails, and social media posts



Content management System.



PRA – Relating to Government

Is it a public record? Does the post meet the three elements of a public record in RCW 42.56.010(3):

- “any writing”
- “containing information relating to the conduct of government or the performance of any governmental or proprietary function”
- “prepared, owned, used, or retained by any state or local agency”



PRA – Prepared, Owned, or Used

Is it a public record? Does the post meet the three elements of a public record in RCW 42.56.010(3):

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PRA – Prepared, Owned, or Used (cont'd)


“prepared, owned, used, or retained by any state or local agency”

- *Nissen*: “The communication is within the scope of employment only when the job requires it, the employer directs it, or it furthers the employer's interests.”
- *Puyallup*: Door’s FB posts are public records if: (1) her position required the posts, (2) the City directed the posts, or (3) the posts furthered the City’s interests.

UNDERSTANDING SOCIAL DATA AND METADATA



SOCIAL DATA DEFINITION

Social data refers to the vast pool of information generated through social media platforms, online interactions, and digital communications.

 **Rachael Barry**
1 review

★★★★★ 2 months ago

Our MFA project team is fantastic! You provide outstanding technical expertise for our complex projects and your patience to guide our small jurisdiction through all of the processes is greatly appreciated!



 **Maul Foster & Alongi**
May 3 at 1:05 PM · 🌐

Happy #FieldFriday from our annual Environmental Compliance Workshop! This year we partnered with [Perkins Coie LLP](#) and held the workshop in their picturesque downtown Seattle office. Attendees connected over presentations on a variety of Washington state and federal regulations, tips for best practices, and more. A big thanks to all those who attended, we can't wait to do it again next year!



Thank you!

 2

 Like  Comment

UNDERSTANDING SOCIAL DATA AND METADATA

METADATA DEFINITION

Metadata provides context and additional information about social data, helping to organize, categorize, and understand it better.



Date	Platform	Post Type	Post Content	Impressions	Engagements	Likes	Comments
2024-05-01	Facebook	Text	Check out our new product launch! #NewProduct	5000	300	150	50
2024-05-02	Twitter	Image	Excited to announce our partnership with XYZ Company!	8000	500	250	100
2024-05-03	Instagram	Video	Behind the scenes of our latest photo shoot!	10000	700	350	150

HOW RECORDS ARE STORED

- Stored on the social platform's database (and third-party social management platform if applicable)
- Records are typically saved on social sites from the day the account is opened until the account is closed.
 - If the account is closed, recovering is up to the terms and conditions of the platform
- Check the Washington State Public Records Act, RCW 42.56, for requirements

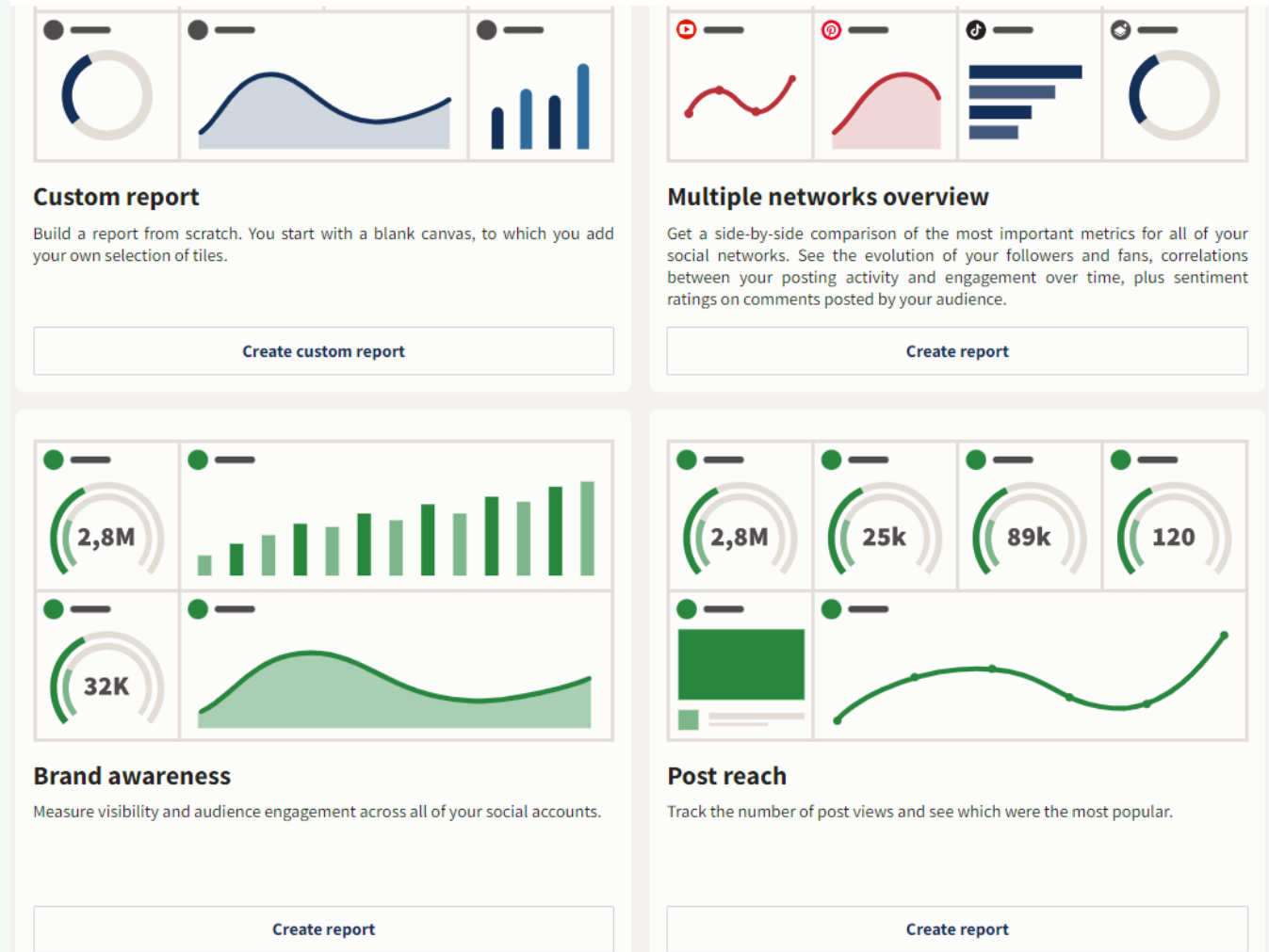


Image from: blog.hootsuite.com/linkedin-analytics/

RETAINING METADATA

FRONT END METADATA

The screenshot shows the LinkedIn profile for Maul Foster & Alongi. The header includes the company logo, name, and follower count (211 likes, 235 followers). Below the header are navigation tabs for Posts, About, Mentions, Reviews, Followers, Photos, and More. The main content area is divided into an 'Intro' section with company information and a 'Posts' section. The featured post is titled 'SHAPING THE NEXT DECADE OF GRANT FUNDING' and features photos of Stacy Frost, PE and Abbi Russell. The post has 7 likes and 1 comment.



VS.

BACKEND METADATA

The screenshot shows the LinkedIn Analytics dashboard for the period Jul 26, 2023 - Oct 23, 2023. The dashboard is divided into several sections:

- Analytics:** Content, Visitors, Followers, Leads, Competitors, Employee advocacy.
- Visitor highlights:** 236 Page views (▼ 4.1%), 100 Unique visitors (▼ 10.7%), 19 Custom button clicks (▲ 850%).
- Visitor metrics:** A line chart showing page views over time, with filters for Page views, All pages, and All filters. The chart shows a significant peak in late September. The legend indicates Desktop views are 180 and Mobile views are 56.

Image from: blog.hootsuite.com/linkedin-analytics/

RETAINING METADATA

ACCESS THE RECORDS

- Can be accessed through the analytics/insights/reports section on the backend of your business social page or third-party social management system
- Business vs. personal account
- Need to have criteria determined to be able to pull a report; metadata is vast

Export metric data

Facebook Instagram

Page
Maul Foster & Alongi

Date range
Apr 16, 2024 - May 13, 2024

Metric presets
Published

Data view
 Lifetime
Data from publish date until now
 Daily
Data during selected days

Content level
 Video
Data regardless of where the video appears (crossposting, etc.)
 Post
Data for posts
 Page
Data for pages

Filter
 Creation date
Posts created during selected date range
 Activity
Video posts with viewer activity during selected date range

Cancel Generate

Metric presets

Published

Published
See data based on the published tab

Performance
See data focused on video performance

Loyalty
See data focused on audience loyalty

Audience
See data focused on audience metrics

Retention
See data focused on audience retention

Earnings
See data focused on video earnings



Metadata – Retention and Production

Metadata must be specifically requested

Request for record in native electronic format by its nature encompasses metadata

Is it possible to produce metadata?

Is it reasonable or technically feasible to produce metadata for these types of records?



PRA – Other Issues

Pitfalls!



What do your policies say about social media?



How do you get privately-maintained records from employees, appointees, and electeds?



Problems

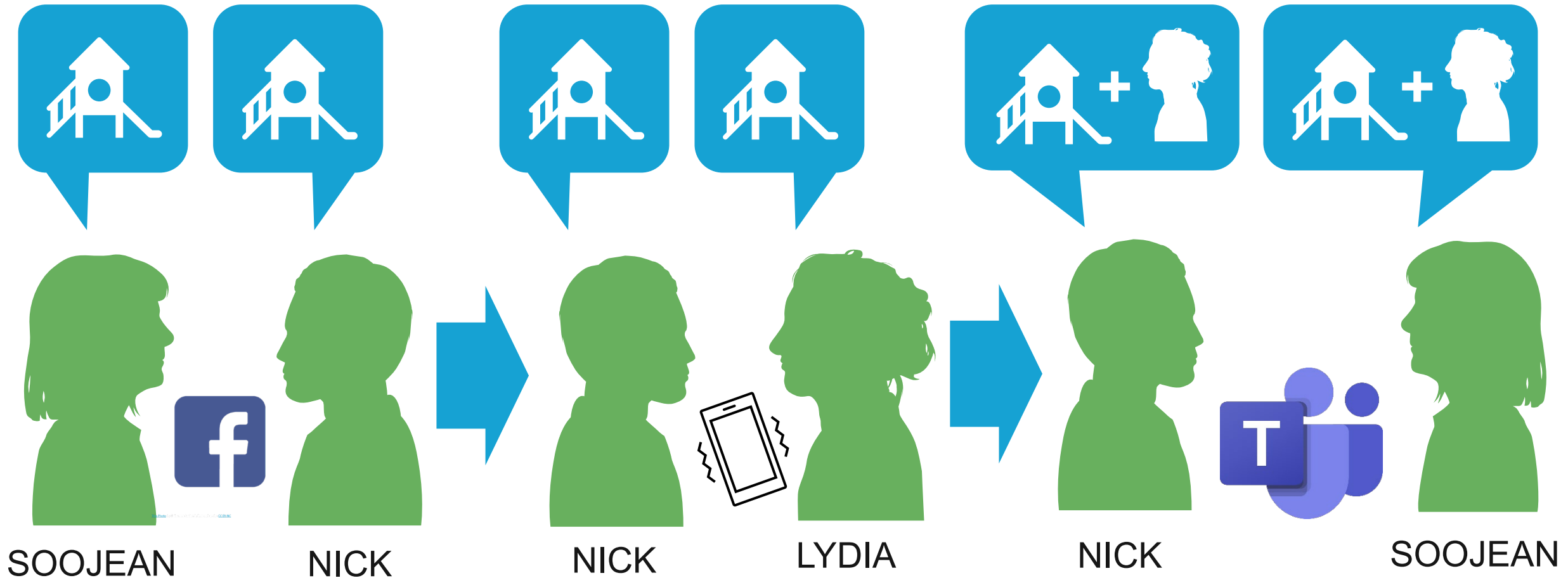


Secret Voting



Serial Meeting – “Collective Intent” Test

Serial Meeting: Facebook, Text, Chat

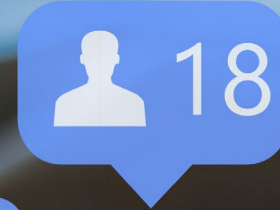
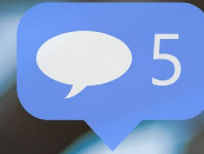
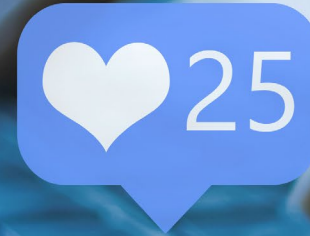


OPMA

Pitfall!



Friending/following
vs. comments



Recent Case Law

The background features a faint, light blue compass rose centered on a grid of concentric circles and radial lines, all set against a dark blue gradient background.

A quorum of a governing body that promises that they will all vote a certain way at an upcoming meeting violates the OPMA

Egan v. City of Seattle

14 Wash.App.2d 594 471 P.3d 899 (2020)

Facts: The City of Seattle had a series of communications leading up to a city council vote to repeal an employee head tax. There were over two dozen communications on the matter that included councilmembers and staff, including in-person meetings, emails, phone calls, and text messages. There was also a draft press release that said that the repeal had “the support of a majority of the City Council.”

Holding: For most of the communications, the court found that they did not involve a quorum of the council – no OPMA violation. For the press release, the court said that there *might* be evidence that a quorum of the council had decided how they were going to vote on the repeal. It remanded the case to the trial court.

Use of Agency Resources – Elections



RCW 42.17A.555

- **No** use of agency resources to support or oppose a ballot measure or candidate.
- **PDC: Guidelines for Local Government Agencies in Election Campaigns: Public Disclosure Law Re: Use of Public Facilities in Campaigns** (2013) – Provides an overview of Washington state law in an easy-to-read format indicating what activities are permitted or not permitted, as well as general questions to consider.
- **AWC: Guidelines for elected and appointed officials' participation in elections activity** – Provides common examples of activities that city officials may or may not do in elections activity.

Blocking users on social media

Lindke v. Freed



Metadata – Practical Applications for Ports

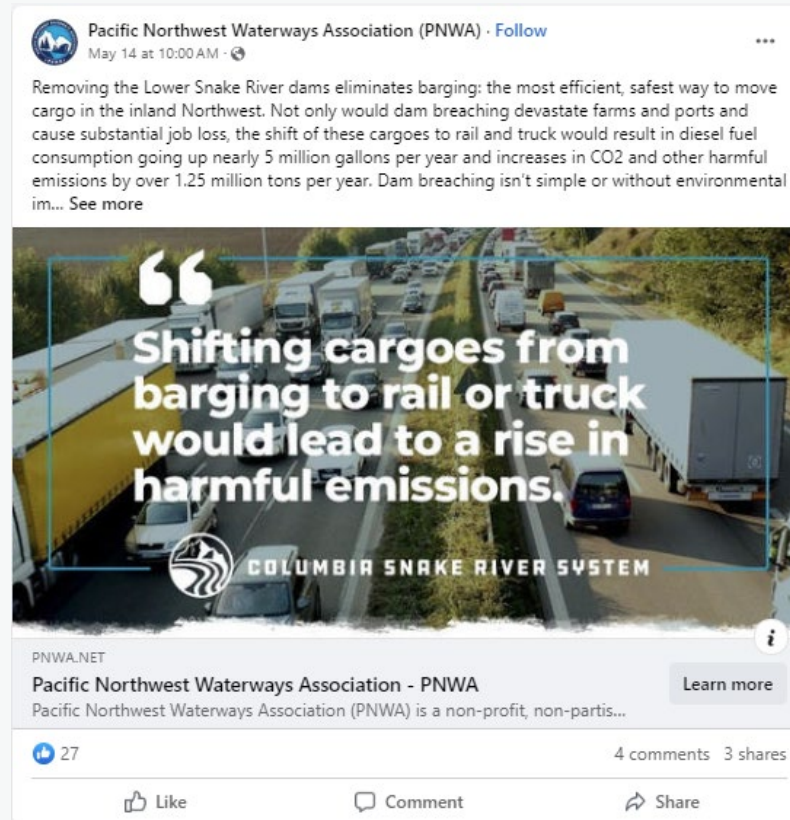
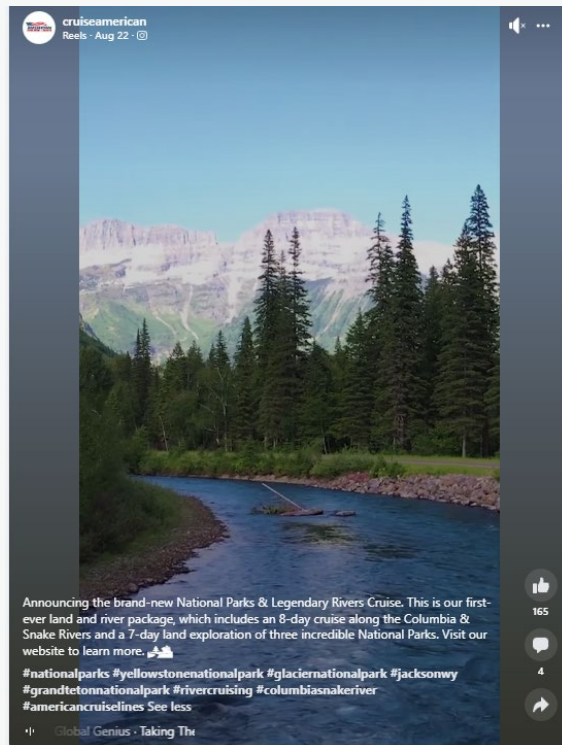
INSIGHTS GENERATION

#columbiasnakeriver

People are posting about this

EXTRACT VALUABLE INSIGHTS ABOUT CONSUMER BEHAVIOR, PREFERENCES, AND TRENDS

Example: Analyzing hashtags and keywords in social media posts to understand public opinion about a topic.



Backend Example

- Pull a report on posts for a certain time period to see what has been the most successful with engagement and impressions. Continue to do more posts like that and tweak ones that aren't as successful



Image from: blog.hootsuite.com/linkedin-analytics/

PERSONALIZATION

PERSONALIZE USER EXPERIENCES BY DELIVERING CONTENT TAILORED TO INDIVIDUAL PREFERENCES AND INTERESTS.

Example: Create tailored ads or boost a post to your target market by tailoring with metadata such as location, job title, etc.

Audience ⓘ
Who should see your ad?

Advantage audience
This audience is based on your Page details and will automatically adjust over time to reach more people who have interests related to your business.

Audience details ⓘ

Location: United States
Age: 18 - 65+

People you choose through targeting

- People who like your Page
- People who like your Page and people similar to them
- People in your local area

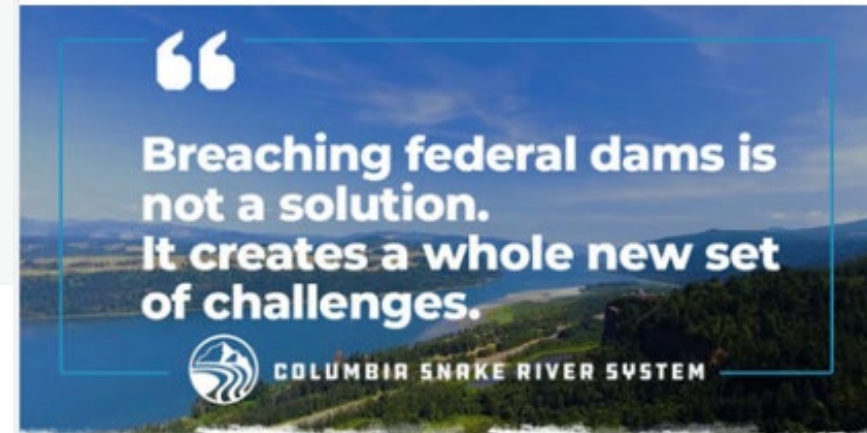
[Create new](#)

Pacific Northwest Waterways Association (PNWA)
Published by Christina Smith · August 23 at 2:26 PM · 🌐

We need to balance salmon recovery with a stable energy supply, food security, and sustainable employment for our Northwest communities – all benefits provided by the locks and dams on our Columbia and Snake Rivers. The Northwest needs a collaborative approach to address the needs of salmon throughout the Columbia River basin to ensure there are wide-ranging solutions all stakeholders can support.

Learn more and get involved at rivervalues.com.

#PNW #RiverValues #ColumbiaSnakeRiver



RIVERVALUES.COM
Get Involved Today
The Columbia Snake River System

[See insights](#)

👍❤️👎 356

Post Insights ⓘ

We need to balance salmon recovery with a stable energy supply, food security, and sustainable employment for...
Published by Christina Smith · August 23 at 2:26 PM · 🌐

Post Impressions ⓘ	Post reach ⓘ	Post Engagement ⓘ
338,050	128,957	3,479

Interactions ⓘ

Reactions	Comments	Link Clicks	Shares	Other Clicks	
338	6	7	7	2	27
Reactions	Comments	Link Clicks	Shares	Other Clicks	
385	492	1,099	48	1,455	

Social Media Policy Development



SOCIAL MEDIA POLICY

- Why you should have social media policy
- What's in it
- How to get started
- Resources

SOCIAL MEDIA POLICY

WHY YOU SHOULD HAVE ONE.

It's a protective measure.

Ensures consistency.

**Helpful guideline for
management.**

WHAT'S IN IT.

EXTERNAL POLICY

This is your public-facing policy. It provides guidelines for user conduct and is often included in your agency's website or linked in social media bios. It can include the following:

- Community standards
- Engagement moderation
- Public records requirements

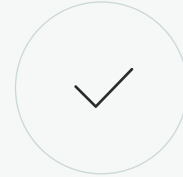
INTERNAL PROCEDURES

This is your guideline or internal purposes. It outlines how your agency manages its platforms and engages with users and provides guidance on employee expectations. It can include:

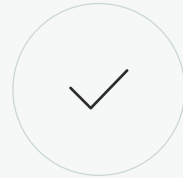
- Platform-specific management
- Commenting and engagement procedures
- Accessibility guidelines

SOCIAL MEDIA POLICY

HOW TO GET STARTED.



IDENTIFY WHAT'S IMPORTANT



DO YOUR "RESEARCH"



START FROM *SOMETHING*



CONSULT YOUR LEGAL COUNSEL

SOCIAL MEDIA POLICY

RESOURCES.

- [MRSC - Sample Documents -Social Media](#)
- [MRSC Social Media Comments Policy](#)
- [Government Social Media Community](#)
- [Port of Whitman County](#)
- [Knowing the Waters - Social Media](#)



A screenshot of the MRSC website's search results page. The header includes the MRSC logo and navigation links like "Contact Us", "Partners", and "Rosters & E-Bidding". A search bar contains the text "social media". Below the search bar, there are social media sharing icons and a "Have a Question? Ask MRSC!" section. The main content area shows "Sample Documents Search Results" for "social media" within "All Sample Documents". A snippet of a document titled "City- and Personally-Owned Communication Devices (Including Cell Phones), Email and Social Media Accounts – Spokane (2017)" is visible, stating that city business should only be conducted on city-owned communications devices.

MRSC Social Media Comments Policy

This policy applies to all comments posted in MRSC and MRSC Rosters social media accounts.

- MRSC social media is not a public forum.
- All posted comments must be related to the topic at hand.
- All comments are the responsibility of the commenter, not MRSC, and should not be taken as official endorsement by MRSC.
- Research requests cannot be submitted through social media. They must be submitted through the Ask MRSC inquiry services at mrsc.org/askmrsc.
- Public records requests cannot be submitted via social media.
- All social media posts, comments and list of followers are subject to public disclosure under Chapter 42.56 RCW.

A screenshot of a Facebook group page titled "Government Social Media Community". The page features a blue header with the hashtag "#TogetherGSM" and various social media-related icons and text like "#LocalGov", "#SocialGov", and "#lesm". Below the header, it says "We are the largest network of government social media professionals in the U.S." and "Group by Government Social Media". At the bottom, there are buttons for "Join group" and "Share", and it indicates "Private group · 7.5K members".

A screenshot of the "Port of Whitman County" website's "SOCIAL MEDIA POLICY" page. The header includes the Port of Whitman County logo and the title "SOCIAL MEDIA POLICY". The main text states: "The Port of Whitman County may create one or more social media accounts to communicate information to constituents, partners, stakeholders and the media. This policy establishes guidelines for the use of official Port social media sites. The Port's Employee Handbook addresses staff's personal use of social media." Below this, there is a section titled "Section 1: ENGAGEMENT POLICY" which explains that the Port's social media accounts are for providing information and that the Port generally does not respond to comments from the public, but may respond to questions and provide facts.



**“Winning is easy, young [human]–
governing’s harder”**



Thank You!
