Social Media and Local Agencies: Examples and Legal Issues
About the Institute

• 501(c)(3) research arm of LCC & CSAC

• Relevant programs:
  – Civic Engagement
  – Public Service Ethics
Objectives

1. A few examples of county use of social media

2. Legal issues to be aware of
1. Examples:

Illustrates Scope of Social Media

and Issues That Arise
Overview
The County of Sonoma now offers a free electronic subscription service that allows visitors to receive automatic email notifications when selected website information is updated.

Subscribers can choose from an expanding variety of topics and information categories that might be of interest such as:

- **News & Events** – Press releases, news updates, election results, and calendars
- **Emergency Alerts** – Health and safety information
- **Meetings** – Announcements, calendars, agendas, and minutes
- **Publications** – Reports, newsletters, and similar documents.

eSubscribe (also known as GovDelivery) is provided by GovDocs, a leading vendor of email subscription services for government agencies.

How to Subscribe
To subscribe to receive notifications simply register your email address and select the subjects you wish to be notified about when information is updated. You will also notice pages throughout the website containing our eSubscribe logo. Clicking on the logo will allow you to register a subscription for the information in that location.

How to Change Subscription/User Information
You can change or cancel your subscription at any time, either by selecting a link in any notification email or by updating your user profile. You will also notice pages throughout the website containing our eSubscribe logo. Clicking on the logo will allow you to add a subscription for the information in that location.
Write something...

California State Association of Counties
California State Association of Counties Holds Annual Meeting in Monterey, CA.
http://www.csac.counties.org/default.asp?id=2657

Yesterday at 7:02am · Comment · Like

Ava Aubrey likes this.

Write a comment...

California State Association of Counties
Prop 1A Securitization Bonds sold totaling $1.895B. Counties held harmless from property tax loan. More details at http://www.csac.counties.org

California State Association of Counties
Source: www.csac.counties.org

Nov 10, Today, the California Statewide Community Development
Paul McIntosh  Senator Lois Wolk was given the President's Award by CSAC President Gary Wyatt for her outstanding service this past year as a stalwart defender of counties in the Legislature. 33 hours ago

Write something...

Attach:  Share

Paul McIntosh  Reid bill would cost $849B, expand coverage to 31 million people, aide says - washingtonpost.com
Source: www.washingtonpost.com
Senate Majority Leader Harry Reid has assembled a compromise health package that would expand coverage to more than 31 million Americans at a cost of $849 billion over the next decade, a senior leadership aide said late Wednesday.

Today at 7:49am  Comment  Like  Share

Information

Send Paul a Message
Poke Paul

On April 21, I appeared on the CNBC Reports program. Here's the link: http://www.cnbc.com/id/159402322?video=1099553845&play=1

Paul McIntosh  Senator Lois Wolk was given the President's Award by CSAC President Gary Wyatt for her outstanding service this past year as a stalwart defender of counties in the Legislature.

Today at 1:58am  Comment  Like

Eva Spiegel likes this.
Write a comment...
### Compact for a Sustainable Ventura County

#### Quality of Life: Past, Present, and Future

1. Thinking about the overall quality of your life here in Ventura County, imagine a ladder with ten steps representing the "ladder of life." The tenth step represents the best possible life for you; and the first step, the worst possible life for you. On a scale of 1 to 10, on which step of the ladder do you personally stand at the present time?

<table>
<thead>
<tr>
<th>Rating Scale</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worst</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Best</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2. On which step did you stand five years ago?

<table>
<thead>
<tr>
<th>Rating Scale</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worst</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Best</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3. If you could look into the future, on which step do you expect to stand 5 years from now?

<table>
<thead>
<tr>
<th>Rating Scale</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Worst</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Best</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

4. Do you think the quality of life in Ventura County will decrease or increase for your or your friends children and grandchildren?

- Increase
- Stay the same
- Decrease

---

29%

[Prev](#) [Next](#)
Hey there! SBRedCross is using Twitter.

Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What are you doing? Join today to start receiving SBRedCross's tweets.

SBRedCross

Help provide insecticide treated bed nets to families in Sub-Saharan Africa at risk of malaria infection or death.

5:27 AM Nov 3rd from web

On November 20th the UCSB Red Cross Club is hosting a Dodge Ball Tournament to raise funds for Malaria No More.
5:26 AM Nov 3rd from web

CLUB RED NEWS: What an Awesome weekend! Slideshow coming soon to our Chapter website! Visit us at:
http://sbredcross.org/website...
1:43 PM Oct 14th from web

CLUB RED NEWS: Here’s what a Delegate had 2 say about Club Red: “it was so much fun & so amazing! You learn so much from it!”
1:42 PM Oct 14th from web

#Vangoberg #highway Incident (SB CO/AFB) - The SB CO chapter of the ARC has volunteers on stand by to open a shelter if needed. @fire
5:33 PM Sep 30th from web

The volunteers are headed to Samoa to help out with tsunami relief.
5:29 PM Sep 30th from web

6 volunteers from the Santa Barbara County Chapter of the American Red Cross are getting ready to head to Samoa Islands.
December 05, 2008

NRPA Online Town Hall Meeting: Strategic Solutions for Managing Budget Cuts

December 17th and 18th

Guest Bloggers will be blogging from 8:00 AM - 8:30 PM EST Each Day

All comments are welcome anytime.

What happens when your budget gets cut by 20%? 60%? Or even more? Do you lay off staff? Can you justify raising fees? Are you able to creatively trim services? Unfortunately, this isn’t an imaginary case study; these situations are real and they are occurring all across the country in communities of every size. But you’re not alone. NRPA is a community of 21,000 strong and many of our members are facing similar challenges as you. On December 17th through the 18th, NRPA is proud to present a special blogging event:

Moderated by some of the profession’s most experienced leaders, this open forum will allow you to share challenges and capture solutions. Bookmark this page, mark your calendar and join the discussion. We’ll see you here on December 17.

TrackBack

TrackBack URL for this entry:
http://www.typeset.com/services/trackback/a000d8341b7d25df5053d3c22f2970c

Listed below are links to weblogs that reference NRPA Online Town Hall Meeting: Strategic Solutions for Managing Budget Cuts:

Comments

You can follow this conversation by subscribing to the comment feed for this post.
Site Visitors Distribute Information

Involving the Public: How Local Officials See It

By Terry Amsler

Terry Amsler, program director of the Institute for Local Governments' Collaborative Governance Initiative, interviewed the following city officials for this article about civic participation: Council Member Lynne Ashbrook, Clovis; Council Member Tzietel Perez Caracci, Duarte; and chair, National League of Cities' City Futures Panel on Democratic Governance, City Manager Rick Cole, Ventura; Mayor Ron Lovelado, Riverside; Deputy City Manager Christine Ten, Stockton; and City Manager Chris Zapata, National City.

A great deal of attention is being given to new approaches to public involvement in local decision-making. Are more traditional community input processes, such as public hearings and comment periods, not working?

Rick Cole: There's a difference between input and participation. Citizens can give input through public hearings and during comment periods -- essentially opportunities to sound off with their opinions. But effective solutions emerge only when citizens participate in decision-making through workshops and other forums where they engage in listening, collaborating and weighing the trade-offs.

www.ca-ilg.org
Discussion Forums:
Visitors Exchange Information

Helping the Community Understand Local Government

What does your agency do to help the public understand local government?

Add new comment

Response to Test Comment new
Submitted by admin on August 12, 2009 - 12:10pm.
Lorem ipsum dolor sit amet, consectetur adipiscing elit. In scelerisque diam eget est dapibus varius. Duis quis tortor nunc justo adipiscing facilisi non quis tortor. Morbi odio sem, sagittis eu lacus a, porttitor et ligula. Etiam gravida eros id est faucibus porta.

reply

Pellentesque imperdiet quam new
Submitted by Homan on August 13, 2009 - 3:52pm.

reply
Ratings & Comments

A Local Official's Guide to Immigrant Civic Engagement

This publication provides insights and examples to help ensure greater public involvement of immigrant residents.

ORDERING INFORMATION:
The Institute makes this publication available several ways:
- In electronic form on an honor system for individual use by local officials, the media and the public.
- In electronic form for download and distribution to others for a modest fee (License Order Form).
- In hardcopy form; to purchase hardcopies, please fill out and either fax or mail the order form (Hardcopy Order Form).

All proceeds support the development of additional materials to serve local a 501(c)(3) nonprofit organization.

Downloadable Product (For Personal Use Only):
- A Local Official's Guide to Immigrant Civic Engagement

License Price (75+ Units): $1.50 each
Average: 3.5 (2 votes)

Hard Copy Price: $20.00 each
License Price (2-5 Units): $3.50 each
License Price (6-25 Units): $2.00 each
License Price (26-75 Units): $1.50 each
License Price (75+ Units): $1.00 each
Average:
- Rating: 4 Average: 3.5 (2 votes)

Comments
This is excellent!
edit reply
Polls & Webforms: Tool for Collecting Information

What concerns do you have about using alternative dispute resolution processes to resolve disputes between public agencies?

- Unfamiliarity with the process.
- Alternative dispute resolution processes always involve compromise.
- The public may think that a consensual or mediated agreement gives up too much.
- Fear of criticism about the transparency of the alternative dispute resolution process.
- Alternative dispute resolution professionals are not familiar with unique aspects of local agency decision-making processes.
- Other.
- None.

Vote
2. Key Legal Issues

• First Amendment
• Brown Act
• Employees’ Rights
First Amendment 101

“Congress shall make no law . . . abridging the freedom of speech . . .“

• Applies to local agencies through 14th amendment

• Doesn’t have to be a “law”

www.ca-ilg.org
Threshold Issue

• Is a public agency abridging speech?

  – Individual blog by public official, not created with public resources: probably not

  – Public agency blog, created with public resources: yes
Key Issues

• **What kind of forum?**
  – Traditional websites—Not a public forum
  – Interactive – May well be a public forum

• **What kinds of limits?**
Limits

• Allowed:
  – Topic specific (within the subject matter jurisdiction or defined topic)

• Not allowed
  – Deletions of objectionable remarks
  – “Objectionable” may include some profanity
Do Not Feed The Trolls.

Do Not Reply To This Thread.

DNFT

www.ca-ilg.org
Brown Act Issues

- AG: Email exchanges = meeting
- Discussions on blogs or any exchange of info on positions = meeting
Brown Act: Implications

• Being FB friends: OK

• Grandkids picture comments: OK

• Substantive issues: Not OK
Brown Act Implications

• Use web 2.0 media to supplement practices

• Not supplant

• Ex: Agenda postings/teleconferencing
Best Practices for Elected Officials

• Use social media to seek input

• Not broadcast one’s views in advance of meeting
Guidance to Employees

• Public capacity: Consider guidelines (ex: Utah)

• Private capacity: Be aware of right to speak on issues of public concern
Resources

• Handouts

• [http://www.ca-ilg.org/CGItechnology](http://www.ca-ilg.org/CGItechnology)

• [http://www.ca-ilg.org/CSACsocialmedia](http://www.ca-ilg.org/CSACsocialmedia)