

The Social City: #Community of #Tomorrow

Ike Pigott

Positive Position

Jan. 26, 2017



Being a Social City

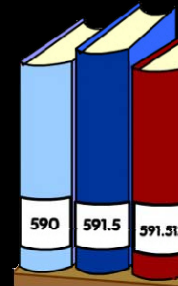
- How “Citizens” use Social Media
- The Policies you Need
- Hierarchy of Engagement
- Empowerment

Dynamic for success...

What you **knew**



What you **found**



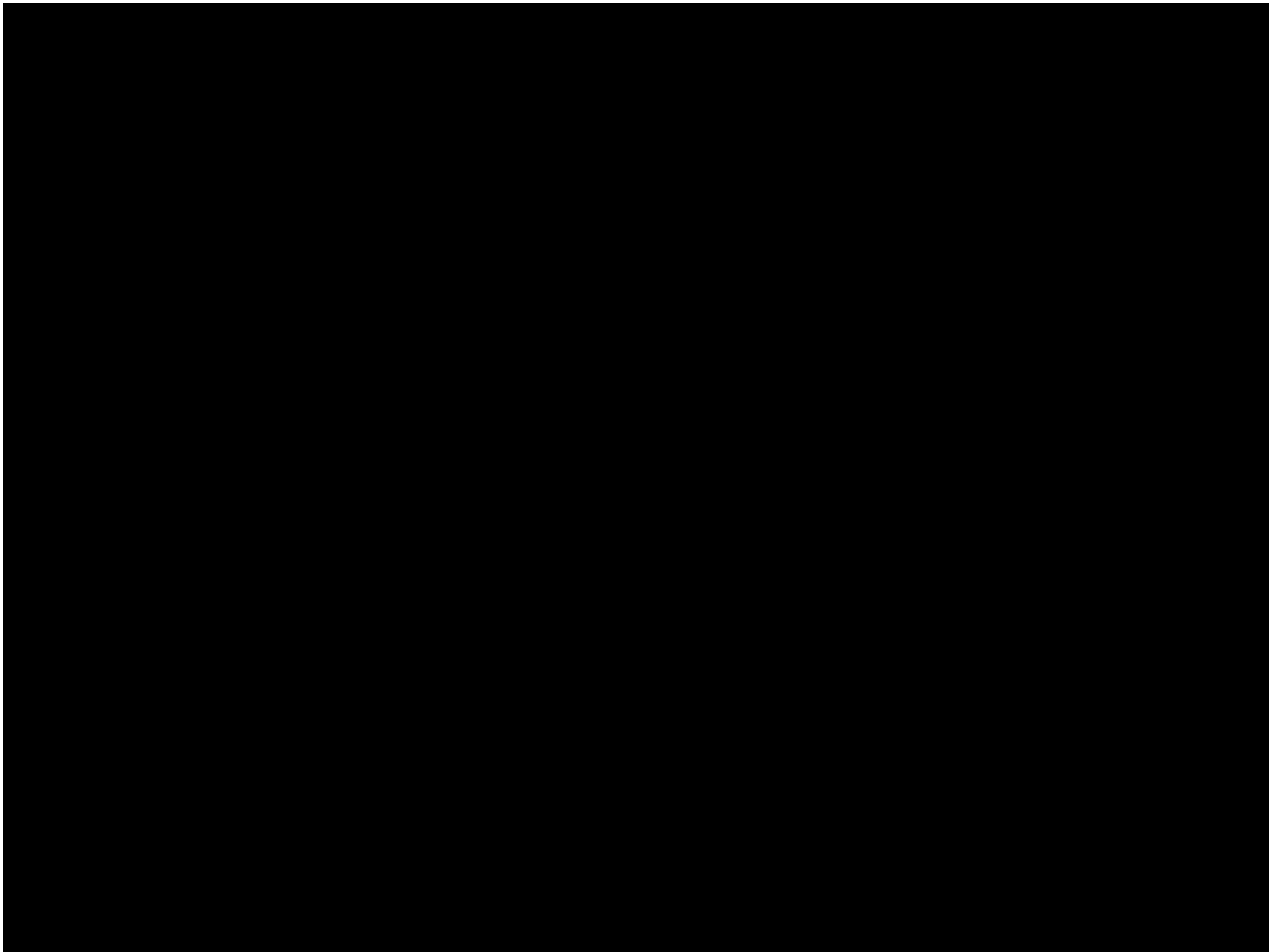
Google

What your network
finds for you

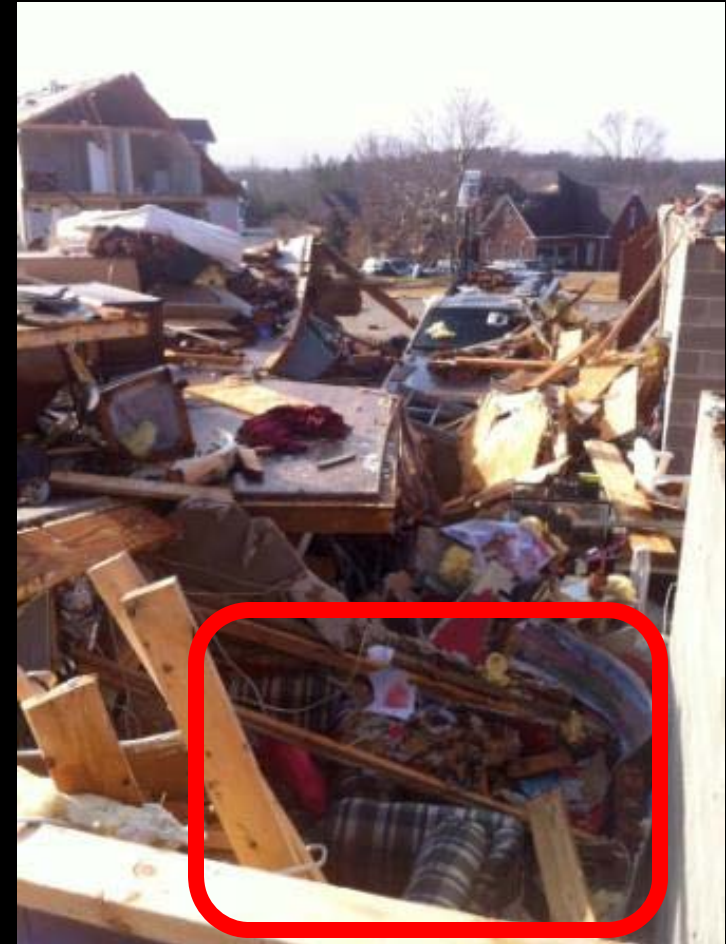


How #People use Social Media





How #People use Social Media



How #People use Social Media



Our smartphones have become our new newspaper



The Policies You Need

Statement of Purpose

(why you are using social accounts)

Employee Use

(who can use **for** the job, and why)

Employee Presence

(what they do on their own time)

Statement of Purpose

Who is ultimately responsible for accounts and quality control?

Who will respond?

Which accounts are “official,” and which do you intend to monitor?

Who can use social as a channel?



Hierarchy of Engagement

Ignoring

Legal Considerations in the Use of Social Media by Public Employees

Arnold W. “Trip” Umbach III
STARNES DAVIS FLORIE LLP

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Personal Use of Social Media by Employees



Does the City's policy allow
personal use while on the clock?

Should it?

First Amendment (Freedom of Speech)

- Employee speaking as a citizen or as an employee?
[If employee, then no free speech rights]
- If speaking as a citizen, is the speech on a matter of public concern?
[If not, then no free speech rights]
- If a matter of public concern, does the City's interest in promoting the efficiency of public services outweigh employee's interest?
[If so, the employee can be disciplined]

Fourth Amendment (Privacy/Search and Seizure)

- Does the employee have an expectation of privacy?
- Is the City's search reasonable?

Discrimination

- Hiring – checking an applicant's social media
- Harassment – through social media



Record Retention

- Social media records must be maintained like all other records
- Review Records Retention Policy
- Social media may be a public record that has to be produced in response to request

Wage and Hour Laws

- City's social media is accessible 24/7
- Is after hours work on social media reported?
- Overtime?

123 - John R. Doe				Pay Period 06/02/06 to 06/16/06		Required Deductions	
Earnings				Federal Income Tax	00.00	00.00	
Hours	Rate	This Period	YTD	FICA - Medicare	06.08	12.16	
50	9.00	450.00	900.00	WI State Income Tax	00.00	00.00	
Gross Pay		450.00	900.00	FICA - Social Security	25.92	51.84	
				Other Deductions			
				Health Insurance	00.00	00.00	
				401k	00.00	00.00	
				Parking	00.00	00.00	
				NET PAY	\$418.00	\$836.00	
Your Employer 1234 Some Street Milwaukee, WI ZIPCODE				Check Number: XXXXXX Pay Date: 06/19/06			
PAY ***Four hundred eighteen dollars and 00 cents*****\$418.00							
To the Order of John R. Doe 555 Some Street Milwaukee, WI ZIP CODE							

Helpful Resources

<http://socialmediagovernance.com/policies>

https://www.ctg.albany.edu/publications/guides/social_media_policy



Arnold W. “Trip” Umbach III
STARNES DAVIS FLORIE LLP

100 Brookwood Place, Seventh Floor
Birmingham, Alabama 35209

tumbach@starneslaw.com

(205) 868-6072

STARNES | DAVIS
FLORIE LLP

Ike Pigott

Positive Position

(205) 447-4468

ike@positiveposition.com

@ikepigott



