

Communications Strategies

1

PART OF A PUBLIC RELATIONS STRATEGY:
TELLING SAUK COUNTY'S GREAT STORY



December 9, 2014

The Right Message to the Right Publics

4

By building positive awareness of the work and services of Sauk County and your department, you can:

- ✓ Help create and reinforce accurate perceptions and
- ✓ Connect to the important issues and values of your public(s)
- ✓ Build a communications strategy



Keri Olson - July 17, 2013

Relating to Whom?

2

**Strategic
Mutually Beneficial
Relationships
Publics**

Publics for Sauk County Government:

- Constituents/those served
- Media
- Other key stakeholders



Keri Olson - July 17, 2013

Using The Right Methods

5

- Press releases and media alerts
- Press conferences
- Brochures
- Newsletters
- Speeches and speaking engagements
- Events
- **Websites and social media**



Keri Olson - July 17, 2013

What Public Relations Can Do

3

- Build
- Enhance
- Inform
- Educate
- Influence
- Motivate
- Change



Keri Olson - July 17, 2013

What is Your Message?

6

What's newsworthy and of interest to your audience

Develop clear message points

Enhance and clarify your message by linking it to larger news topics and current/emerging trends

Illustrate your message with human interest stories to add relevancy, interest, understandability



Keri Olson - July 17, 2013

DEVELOPING YOUR SOCIAL MEDIA PROGRAM

KNOW YOUR AUDIENCE

- Survey your departments – each department may have a different audience
 - What is your target audience demographic?
 - Listen to comments about your organization good or bad.
 - Are there general topics to create interest? Voling? Public Health? Outreach?
 - Determine what values you can present to your audience.



WHERE DO YOU START?

- How can you make sure your social media presence helps you reach your goals?
 - Understand your Organization
 - Define your goals and align to your business objectives
 - Form a Social Media Team
 - Create and define a social media policy

AFTER DEFINING YOUR AUDIENCE AND UNDERSTAND YOUR ORGANIZATION, WHAT'S NEXT?

- From the previous steps you should now have defined,
 - A. Who our stakeholders are
 - B. What sites are currently being used and how they are working
 - C. Who your target audience is
 - D. What popular interests are amongst your audience
 - E. What are some values or needs that we can address through social media

This information will help you define your goals

UNDERSTAND YOUR ORGANIZATION

- Be Authentic – don't try and be something you are not – Citizens expect transparency in government
- Determine who is using social media (employees, departments)
- What sites are being used
- Who owns the social media initiatives
- Scenario planning – How would we respond as an organization?
 - Customer complaints?
 - Negative comments?

Define Your Goals and Business Objectives

- What are you trying to achieve
 - Identify your main goal based on information you have gathered
 - Define the types of information to post and determine how interactive your account should be
 - Then map out different areas you want to address related to that goal

Our goal in the use of social media is to broadcast information quickly and effectively to our citizens.

SOCIAL MEDIA TEAM

The Social Media Team is a group of people with the expertise and authority to evaluate, modify and implement the Social Media Plan.

Membership should include representatives from:

- Social Media plan development group
- IT – assess plan feasibility and associated risks
- HR – assess the impact of the proposed program on personnel policy and procedure
- Management – assess the impact of plan on departmental operations
- Subject matter experts (as needed)

POLICY DEVELOPMENT

The Social Media Policy should provide a structure for the implementation of the Social Media Program and should:

- Support plan goals and objectives
- Reduced risk exposure
- Address potential compliance issues
- Identify an incident response process for social media related issues
- Provide guidelines for social media use throughout organization

SOCIAL MEDIA TEAM DUTIES

The Social Media Team will be responsible for turning your Social Media plan into a successful Social Media Program.

1. Evaluation and approval of Social Media Plan:

- Risk Analysis
- Determine plan feasibility

2. Policy Development

3. Program implementation

4. Program monitoring

PROGRAM IMPLEMENTATION AND ONGOING SUPPORT

Once the social media team has approved the plan and developed the appropriate policy, the team will work to implement the organizations Social Media Program and provide continuing support.

Social Media is a dynamic, ever changing technology requiring ongoing monitoring and adjustments to keep pace:

- Measure results
- Provide periodic risk reassessment
- Manage alignment of policy and practice

PLAN EVALUATION

Risk Analysis: are the potential benefits of the plan worthy of the risks assumed?

Feasibility: does the current environment provide the necessary level of support?

QUESTIONS?




**Legal Issues Related to Records
and Social Media**

Attorney Todd J. Liebman
Sauk County Corporation Counsel



Electronic Records and Paperless



- Electronic records are here.
- Paperless is here and expanding.
- In January, we implement Thomson Reuters Concourse Legal Workflow Management.
- Courts have gone or are going to E-Filing.
 - Federal Court District Court electronic.
 - US Bankruptcy Court entirely electronic.
 - State Courts of Appeal and Supreme Court electronic.
 - 24 state circuit courts are primarily E-Filing.



County Management of Information



- The Sauk County Board will consider a new Information Practices Ordinance this month:
 - Consolidates all record management provisions in one place.
 - Addresses the status and retention of electronic records.
 - Provides guidance to records custodians regarding denial of request for records.
- The Sauk County Code of Ordinances:
 - Updated and maintained by my office.
 - Uses state statutes as a guide for uniformity.



**Legal Issues Related to Records
and Meetings**



- Wis. Stat. s. 19.32(2) includes electronic records in the definition of records.
- State Public Records Board has the retention schedule for county records on line.
- Electronic communications implicate the Open Meetings Law.
 - Quorums/walking quorums by E-Mail and Instant Messaging.
 - Attendance at meetings by conference call.



Office Management of Records



- Adopt a filing system that makes sense.
- Maintain a record of actions that come in, status and completion.
- Each department has a number and files and actions are organized by department number.
- Computer files are organized by department number in that department's subdirectory.
- Recurring issues or forms are located in special subdirectories.



Legal Issues and Social Media



- Social media includes services like Facebook, Twitter, LinkedIn, etc.
- New issues continue to arise.
 - Need to apply existing laws such as constitutional protections to privacy and civil rights to social media.
 - Need to be savvy about the second and third order affects of social media.
- This is the way the younger generation communicates.



Legal Issues and Social Media Cases and Issues



- *City of Ontario v. Quon* (US Supreme Ct. 2010)
 - Warrantless search of Police Officer's text messages constitutional but Fourth Amendment applies.
 - The case left many issues unresolved.
- *City of Bozeman, Montana*.
 - Came under fire for asking for passwords to employees' social media sites as a condition of employment.
- *Pietrylo v. Hillstone Restaurant Group* (D.N.J., 2009).
 - Restaurant found liable for violating Stored Communications Act by accessing social media using an employee's password.



Legal Issues and Social Media Cases and Issues, con't.



- Wisconsin Social Media Protection Act (2013 Wisconsin Act 208)
 - It is unlawful for an employer to require an employee to provide passwords for personal E-Mail, social media sites.
 - "Shoulder surfing" is also unlawful.
 - Fines of up to \$1,000.
 - Unlawful to retaliate against an employee for making a complaint.
 - Enforced by State Equal Rights Division
 - Employers may access information in the public domain or discipline employees for breaching confidentiality.



Conclusion



- Consult with your information professional and corporation counsel to make sure your policies and ordinances are up to date.
- This is an evolving area of the law.

Questions?

