

SOUTH BAY CITIES COUNCIL OF GOVERNMENTS

Social Media Working Group

Thursday, February 2, 2017 Minutes

Attendees: Kit Fox, Chair (Rancho Palos Verdes), Hayley Falk (Hermosa Beach), Tom Strikfaden (Lawndale), Jackie Wu (Palos Verdes Estates), Jesse Reyes (Redondo Beach), Alexa Davis (Rolling Hills Estates), Alison Sherman (Torrance), Aleen Bedrosian (County of LA), Jeffrey Robinson (Area G), Jacki Bacharach, Aaron Baum, Kim Fuentes, Marilyn Lyon, Chandler Sheilds (SBCCOG)

I. Introductions

- **Kit Fox** – Rancho Palos Verdes just reached 6,200 followers on Nextdoor (total of more than 20,000 households in the City).
- **Hayley Falk** – Just took over social media at City of Hermosa Beach, first time attendee.
- **Aleen Bedrosian** – Overseeing County of LA's social media, first time attendee.
- **Jesse Reyes** – Redondo Beach is now on Twitter and ArchiveSocial.
- **Jacki Bacharach** – Create a hashtag for the group?

II. Items Since Last Meeting

- *Obama White House social media on ArchiveSocial*
 - **Chandler Sheilds** – Follow this link for 250,000 posts, photos, and videos shared by more than 100 official Obama White House social media profiles:
<http://obamawhitehouse.gov.archivesocial.com/>.
- *Misinformation by private individuals over social media*
 - **Jackie Wu** – Misinformation on social media is becoming a problem for Palos Verdes Estates regarding announcements/public information.
 - **Jackie Wu** – City of Glendale has a rumor page on their website that fact checks social media content that deals with local public information.
 - **Alexa Davis** – Is a regional rumor mill page for the South Bay something the group should consider? It would be able to supply content for and maintain the attention span of a larger audience than individual cities.
 - **Jeffrey Robinson** – Responsibility is on the City to be proactive and publicly dispel false information when dealing with disaster/crisis management. Press releases are now largely being abandoned as more cities are employing full-time social media managers to release public information and monitor media streams via social media platforms such as Twitter.
 - **Alexa** – It is difficult to monitor misinformation when it is coming from private accounts. Rolling Hills Estates is making it a priority to remind residents on Nextdoor about issues of concern (e.g. coyote interactions) that the City is taking action on.
 - **Chandler Sheilds** – Are cities concerned with the trend of "fake news" and are they doing anything to combat the matter?
 - **Tom S.** – On the radar for Lawndale's media sources; 5% of city council meetings are spent dispelling misinformation. Public Access Cable channel looks to place accountability on content that is submitted to the City.
 - **Aaron Baum** – Are any of the cities tracking these rumors or instances of misinformation being shared in their communities? Is there money available (grants) to cities for this type of work?
 - **Kit Fox** – Cities are reactive to tracking rumors/misinformation. League of California Cities recently discussed a 2 tech grants worth \$50,000 – \$200,000. Projects that will utilize innovative technology or software to improve and modernize operational capabilities of state, local or municipal government will be considered. Examples include (but are not limited to) strengthening access to computers and electronic content for rural libraries; increasing access to and use of broadband by local business or workforce;

creating community mapping products and services; or implementing an online citizen forum to engage local populations in infrastructure improvements or crime prevention. For more reference, follow this link: http://www.cacities.org/Top/News/News-Articles/2017/February/Tech-Grants-Available-to-Cities?utm_campaign=website&utm_source=cacities.org&utm_medium=email.

- *Government Social Media Convention 2017*
 - **Jeffrey Robinson** – Government conference for social media managers taking place in Dallas, Texas, from April 10th – 13th, which might be of interest to members in the group. The conference is expensive, but is growing in following and features a former guest speaker for the group, Brett White representing the City of West Hollywood.
 - **Chandler Shields** – Will post information to LinkedIn group.
- *Goals for the group in 2017*
 - **Kit Fox** – Eventually developing a social media policy; reaching out to more colleagues, elected officials and city managers about the group.
 - **Chandler Shields** – Look to move beyond LinkedIn as a social media platform that the group engages in together (and is public).
 - **Jacki Bacharach** – Share more content of member cities throughout the South Bay. Follow up on grant opportunities for member cities that utilize social media—how would cities use the money for such grants?
 - **Alexa Davis** – Money would go towards the following: developing a platform for a regional social media rumor mill “fact checker”, staff to monitor the platform and communicate findings to member cities.
- *Other items*
 - **Alexa Davis** – What is the relationship between cities’ social media platforms and media outlets in the South Bay (e.g. Daily Breeze, L.A. Times, local “Patches”)?
 - **Alexa Davis** – Does anybody share new businesses on city social media platforms?
 - **Group Consensus** – Not particularly, only when a ribbon cutting ceremony involves local elected officials.
 - **Alexa Davis** – How are cities using Nextdoor?
 - **Kit Fox** – Share a multitude of information including emergency notices and resources from other municipalities made available to our residents (e.g. free rain barrels). Specifically targeted to our residents whereas Rancho Palos Verdes uses Facebook to publicize more general information. Once the Rancho Palos Verdes posts on Nextdoor, discussion is immediately “turned off” to avoid unwanted rants/trolling.
 - **Alexa Davis** – Rolling Hills Estates is using Calameo for cataloguing purposes, specifically to publish and organize the City’s newsletter.
 - **Alexa Davis** – Rolling Hills Estates is sending a select group of its elected officials and management to a social media training hosted by the Joint Powers Insurance Authority (JPIA). Training will discuss aspect of law to be aware of when using social media. Scott Grossberg will lead the training, which is on May 9th (4 hours). Group members may be interested in attending.
 - **Alexa Davis** – Rolling Hills Estates’ City Manager wrote a “best practices” guide for social media that can be made available for the group.

III. Next Meeting

- **Jacki** – Invite City of Glendale to next meeting to discuss the rumor mill webpage and follow up with local media/publications to create a panel for discussion with the group.