NAVIGATING SOCIAL MEDIA IN 2021 AND BEYOND

TaylorMade Solutions – Be Prepared! Be Trained! Have a TaylorMade Solution

LET'S BEGIN – OH BABY…THINGS HAVE CHANGED!

The Potential

👤*"Social Media is the democratization of information, transforming people from content readers into publishers. It is the shift from a broadcast mechanism, one-to-many, to a many-to-many model, rooted in conversations between authors, people, and peers,"* Brian Solis.

The power of Twitter: outrage at Air Canada ends as quickly as it starts, with the airline replacing dying boy's wheelchair

BY KARON LIU | AUGUST 5, 2010

""In the 1960s, if you were a civil rights worker and you needed to get some urgent news out to the rest of the world, you would likely head straight for a telephone. If you're a civil rights activist in 2015 and you need to get some news out, your first move is to choose a social media platform.""

Twitter helps get boy's wheelchair fixed

Wheelchair destroyed on flight from Canada to LaGuardia

By abc7NY

Thursday, August 5, 2010

NEW YORK
He spent most of Thursday, trying to get it back.

"Our evidence suggests that social media carried a cascade of messages about freedom and democracy across North Africa and the Middle East, and helped raise expectations for the success of political uprising," said Philip Howard, project lead and professor at the University of Washington. "People who shared interest in democracy built extensive social networks and organized political action. Social media became a critical part of the toolkit for greater freedom."
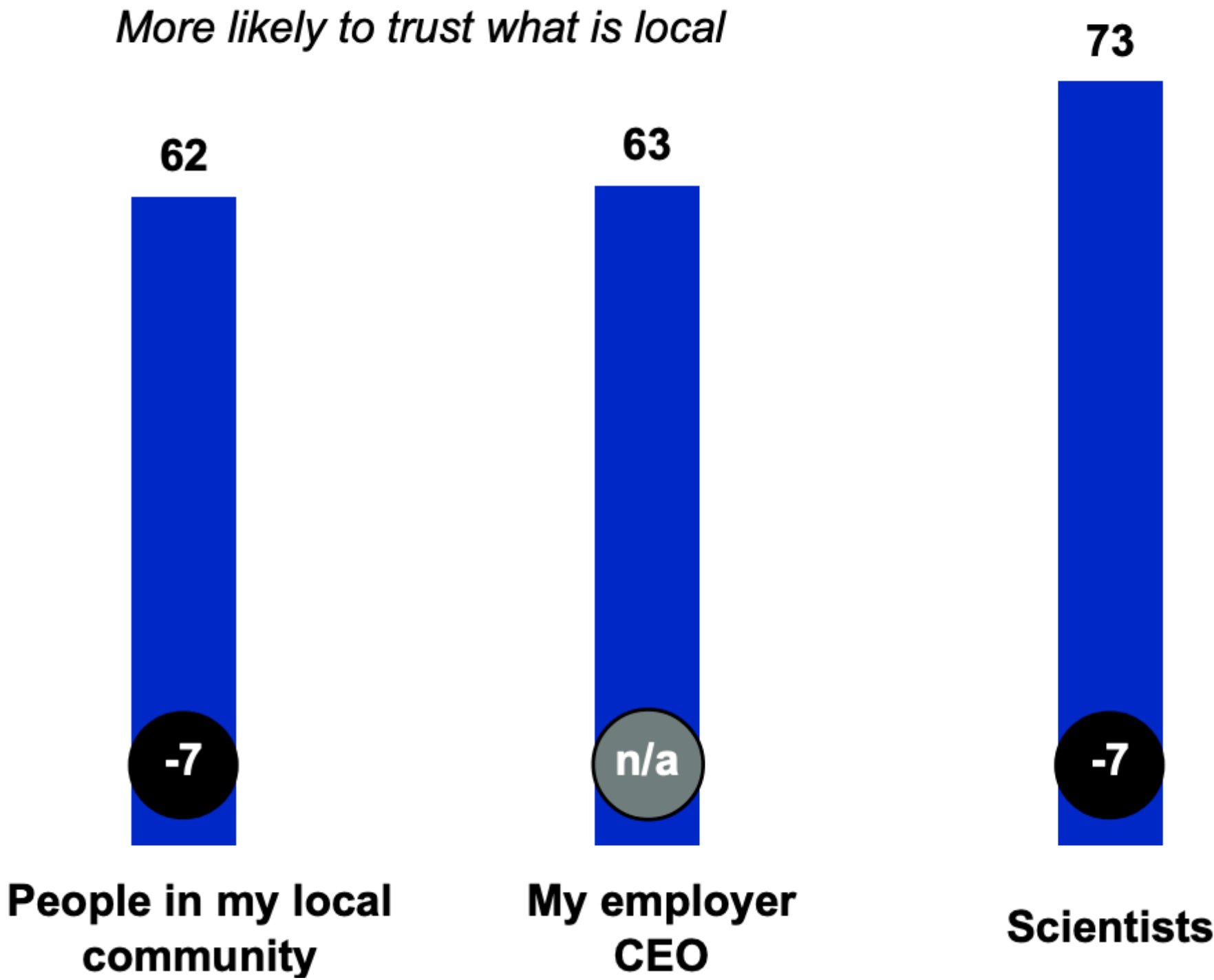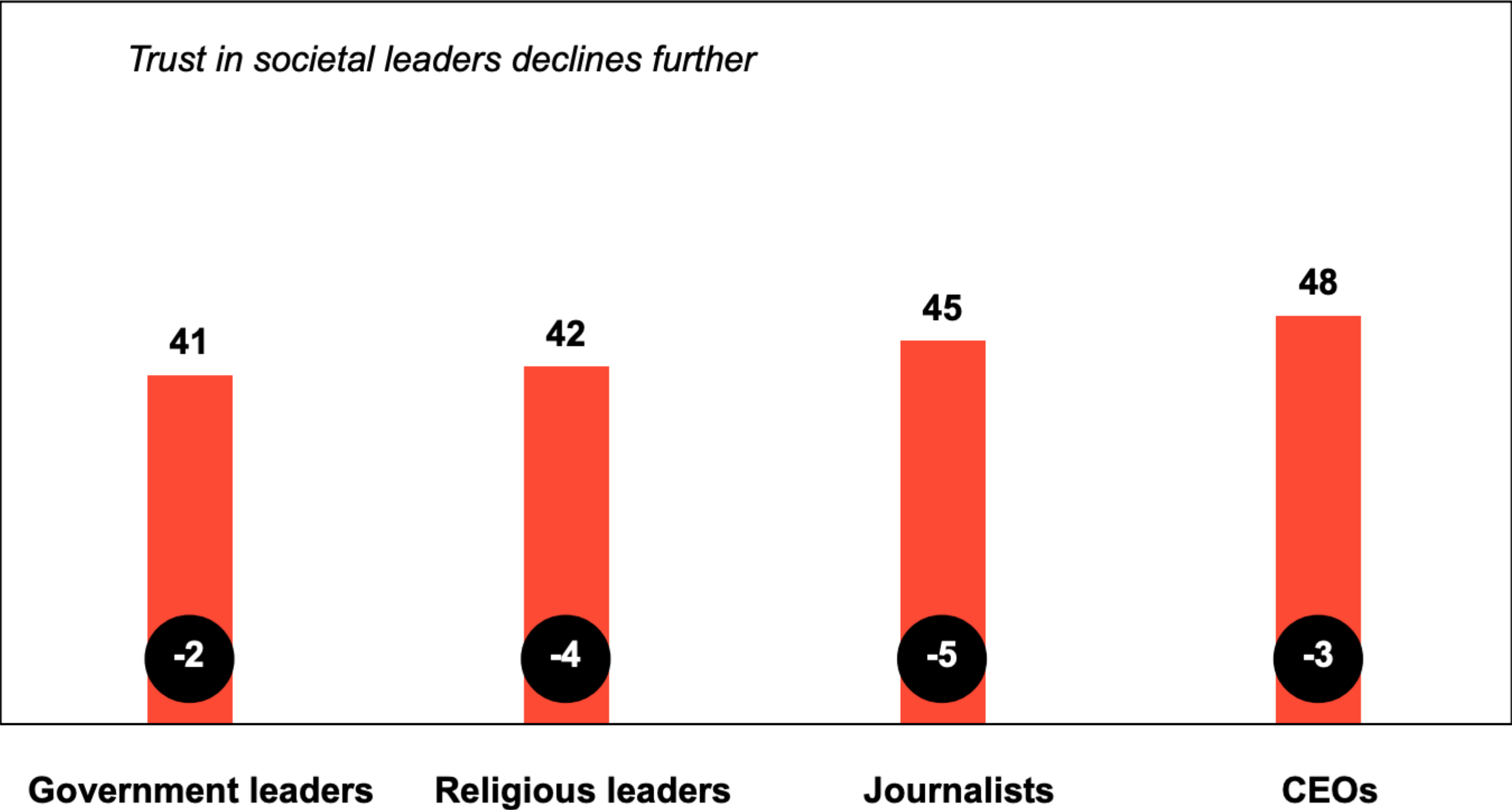
Let's Begin - Understanding Psychology

- Avg. Teenager exchanges 4,000 texts/month, or one every six minutes

- 53% of us check email while driving

- 67% check phones even when there are no notifications

- 30% of us never go to the bathroom without phone

- We now suffer from Digiphrenia

Source: Darren Hardy

Understanding Psychology

- We now live in a world of mistrust

- 3rd year general population of Canada is neutral about trust

- 64% of informed Canadians trust vs. 55% of mass pop are neutral

- Women mistrust gov (46%) & media (45%) and are neutral to business (53%) (2020)

- Men are neutral to gov (51%) & media (50%) and trust business (60%) (2020)

- 34% of Canadians (mass pop) believe they will be better off in five years (2020)

- **Only 34% of Canadians trust social media**

Societal Leaders NOT Trusted to do what is right

Trust in societal leaders declines further

Government leaders	Religious leaders	Journalists	CEOs
41	42	45	48
-2	-4	-5	-3

More likely to trust what is local

| People in my local community	My employer CEO	Scientists
62	63	73
-7	n/a	-7

ONLY 1 IN 4 HAVE GOOD INFORMATION HYGIENE

Information hygiene:

1. News engagement

2. Avoid information echo chambers

3. Verify information

4. Do not amplify unvetted information

Percent in each segment

Segment	Percent
Poor information hygiene	39
Moderate information hygiene	35
Good information hygiene	26
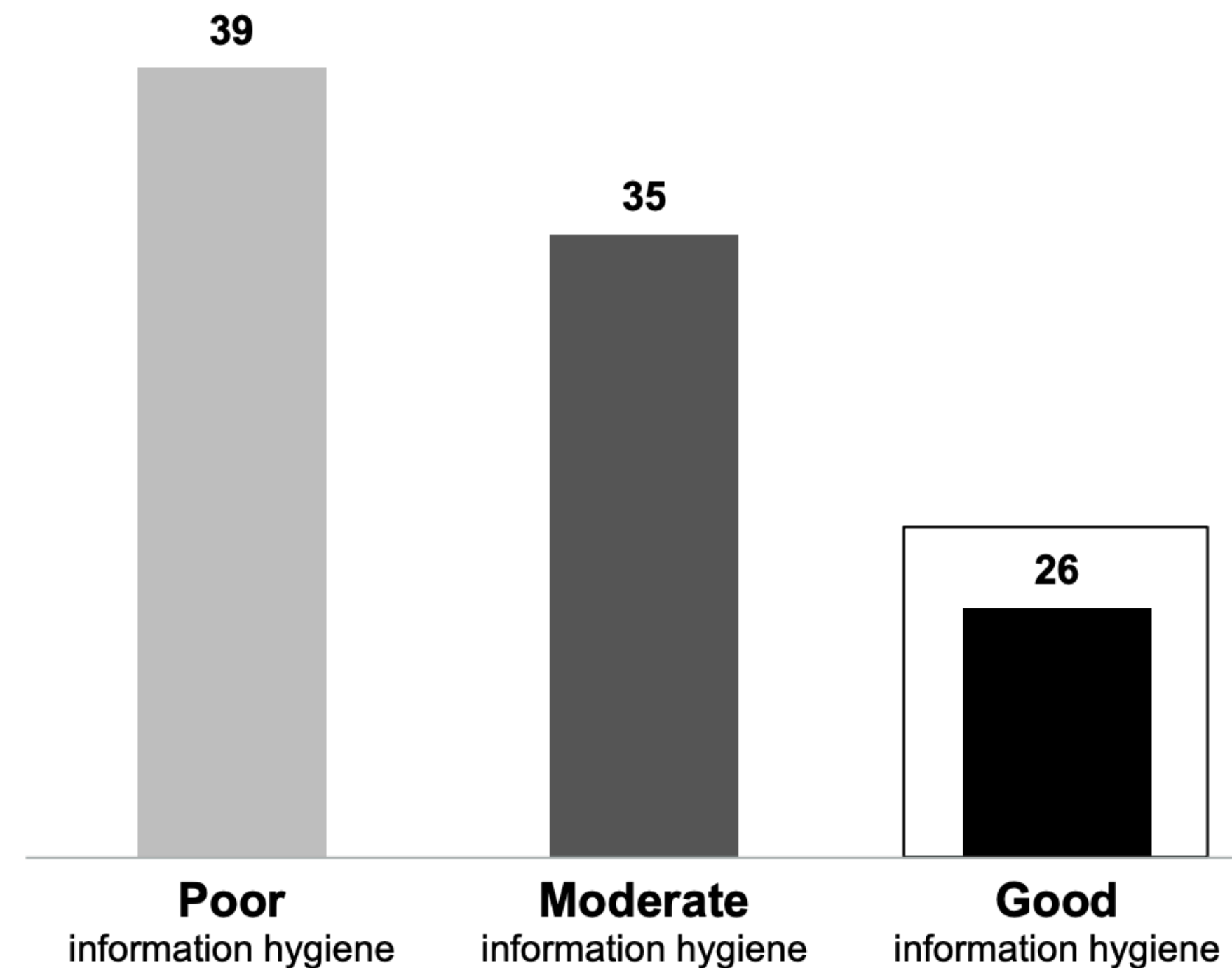
57% of respondents **share or forward news items** that they find to be interesting

Of those, **only 29%** have good information hygiene

What this means to you!

democratization of information, transforming people into publishers. It is a broadcast mechanism, *to a many-to-many model,* *rooted in conversations between authors, people, and peers*

- Anyone, anywhere can talk about you!
- If a voter or a stakeholder doesn't like what you did, it could be broadcast:
  - Video
  - Audio
  - Email/private messages, etc.

- And while it can be great, it can be pretty awful

So...social media is....

- 👤 Democratization of knowledge
- 👤 Democratization of communications
- 👤 Democratization of control
- 👤 Conversation with the expectation of
  - 👤 Relationships
  - 👤 Authentic voices
  - 👤 Actions that build trust
  - 👤 Two-way communications

But it has also led to:
- 👤 Bringing out the worst in people
- 👤 Anonymity is a huge factor for bullying
- 👤 No consequences or embarrassment
- 👤 Doxing
- 👤 Trolling/Inflaming
- 👤 Mistruths/Disinformation/Fake News
- 👤 Deep Fakes

BUT YOU CAN MITIGATE IT…A BIT…

Protecting Yourself

👤How many municipalities offer social media training?

👤How many of you have a social media policy for staff and for council?

👤How many of your have terms of reference/use for your social media?

👤How many have a playbook to know what to do when? And when to escalate? When to get help?

👤More and more we need to advocate for SM companies and laws to change

Laying the Foundation....avoiding landmines

Training should include

Things to include:
- 1. What and when to comment
- 2. Separation of Church/State
- 3. Councillors blocking users
- 4. Think before clicking - wait five minutes
- 5. Adherence to laws
- 6. Privacy & Confidentiality
- 7. It is public record
- 8. Cybersecurity - passwords/clicks/links/doxing
- 9. What to do if harrassed
- 10. Process for Account Take-over

What steps are you taking against spoofing, identity theft, deep fakes?

SOME MUST DOS

For Individuals (vs Municipalities)

10. Get on the same page – Social Media Policy

9. Have social media terms of reference (link to website/FB)

8. Don't just push communications – seek input before

7. Listen to your community – monitor conversations

6. Create Advocates before you need them

5. Understand that not everyone will love you – don't feed the trolls

4. Be authentic, don't fail to care

3. Protect yourself (Church/State and Cyber/Multifactor)

2. Be patient – try not to overreact

__1. Set alerts, monitor -$#I+ Happens when you least expect it__

And remember, what is happening elsewhere will trickle down and reach us, sooner than later.

Therefore, don't make social media your ONLY communication tactic. Have a full communications strategy.

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Be Prepared!

Be Trained!

Have a TaylorMade Solution

SOCIAL MEDIA AUDITS, POLICY DEVELOPMENT, STRATEGY GUIDANCE

PRIVACY, CYBERSECURITY COMMUNICATION, CASL ADHERENCE, MEDIA RELATIONS WORKSHOP

CONSULTING: PRIVACY, PLAYBOOKS, TRAINING, MEDIA RELATIONS, POLICY DEVELOPMENT