



# CITY OF DONALD

10710 Main Street N.E. • P.O. Box 388 • Donald, OR 97020-0388

Phone 503-678-5543 • Fax 503-678-2750

www.donaldoregon.gov

## City Council and Planning Commission

### Social Media Training

### Action Agenda Summary

October 7, 2019

Donald Fire Hall, 20909 Feller Street, Donald, OR

This training was taught by City-County Insurance Services Pre-Loss Attorney Katie Kammer.

#### **ROLL CALL**

##### Present:

**Council:** Council President Gloria Nicholson, Councilors: Sheryl Glenn, Gerry Waller, Troy Hellickson and Rod Scott.

**Planning Commission:** Chair Cammi Hungate, Vice Chair Neil Strathdee and Commissioners: Don Saxton,

**Staff:** City Manager Heidi Bell

##### Absent:

Council: Mayor Brad Oxenford and Councilor Katie Gonzalez

Planning Commission: Daniel Afonin, Mike Mader and Jim Peters,

The course was filmed by CIS and will be used for training in the future. It will be accessed through CIS's Learning Center for public officials and staff.

Kammer's handout is attached to this Action Agenda Summary for reference. Kammer reviewed the handout and answered questions regarding the best practices associated with public officials and navigating social media. Her goal was to help give people tips for staying out of trouble.

The training was let out at 7:35pm.

Date: November 12, 2019

Signed:   
Brad Oxenford, Mayor

#### **ATTEST:**

Date: November 12, 2019

Signed:   
Heidi Bell, City Manager



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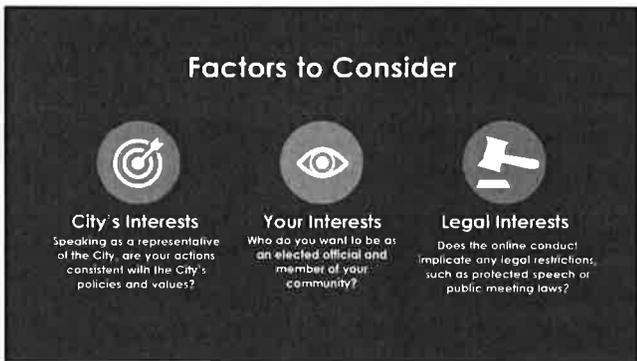
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**Let's ask those questions about this scenario.**

**Mayor's "risqué" photos on personal social media page.**

**Common issue – haunted by old social media activity?**

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**Your Interests**

Again, when you engage in online activity, remember EVERYONE'S watching.

Do your actions:

- Strengthen or diminish your effectiveness as an elected official?
- Enhance or undermine your relationships with your colleagues and constituents?
- Make you and your mom proud?

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**"F— You," Says Mayor To Arizona Shooter On Facebook**

A North Carolina mayor used the F-word on his Facebook page to address Arizona shooter, Jared Lee Loughner: some wonder whether that candor was appropriate for a public official on the social network.

By Jorge C. ... January 19, 2011

**What if a City employee acted like this? How will your constituents react? Does this statement impact your objectives as an elected official?**

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## Embarrassing a Colleague

**Vancouver councillor apologizes for Twitter message**



One social media consultant contacted by CSC News notes that the ways of social media are still uncharted territory for many people.

"It's a new, uncharted social behaviour that we haven't quite figured out yet," said Christine Karamitidis of @CaplandCommunity in Vancouver.

She noted that one's phone might have private but can be posted online and would be read by thousands of people.

Her advice was never to blog or tweet in anger.



It's unclear whether the councillor was the subject of an investigation by the body's internal O.C.C.



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## Legal Interests

As a representative of your entity, your statements and actions may be binding on your City.

Do your actions:

- Comply with or violate applicable legal obligations?
- Create evidence that could help or hurt the City's defense to a claim?
- Support or interfere with the City's efforts to create a healthy work environment?

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## Online Conduct Causing Liability

**Elected officials can violate laws and cause lawsuits via social media:**

- Sexual harassment of citizens or city employees
- Defamatory statements about public or other councillors
- Retaliation against employee who "blows the whistle" or speaks out on a matter of public concern
- Disclosure of private/privileged data
- Violations of public meetings or election laws



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### Defaming A Colleague or Citizen

- **DEFAMATORY STATEMENT:** a false statement that would subject the person to hatred, contempt or ridicule or diminish the esteem, respect, goodwill or confidence in which the person is held.
- **PUBLICATION:** heard or read by someone other than the person making the statement and the subject of the statement.
- **DAMAGE/HARM:** loss of reputation, employment or business reputation, and for mental or emotional distress and humiliation.

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### Public Meeting Issues

- Serial Meeting in Online Forum
- Executive Session Leaks
- Private Conduct in Public Meetings
  - Online communication between parties
  - Reading online updates

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### Some Employers Encourage Social Networking and Blogging by Employees

- Reaching out to customers & community
- Police departments, park and rec calendars
- Promoting tourism
- Libraries publicizing special events

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### Employee Social Media Issues

**Analysis**  
You may learn of employee activity that bugs you. Consider whether it's your role to address or report.

Most likely, the City Manager needs to address. He or she will consider...

- Personal vs. City Account**  
Is the employee engaging in the conduct on the City's account or on the City's time?
- Protected Speech or Activity**  
Is the topic that is being discussed potentially protected free speech or a protected complaint?
- City Policy Implicated**  
Does the online conduct violate one or more of the City's policies?
- Impact on City**  
How does this activity effect that City? This could depend on what is said and who is saying it (their level of authority within the City).

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**Hiring & Social Networking**

There can be such a thing as finding out TOO MUCH about an applicant.

We recommend against doing your own background search. Here's why!



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Thank you!

Katie Kammer  
CIS Pre-Loss Attorney  
kkammer@cisoregon.org  
503-763-3860



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