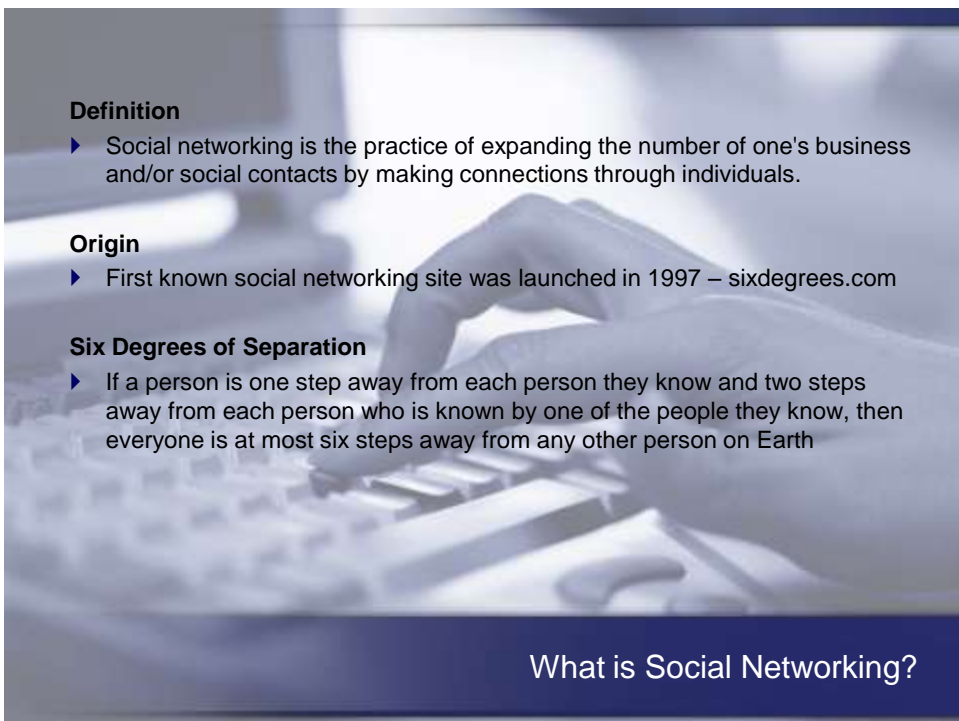




## Social Networking and Municipalities

The Good, the Bad and the Ugly



### Definition

- ▶ Social networking is the practice of expanding the number of one's business and/or social contacts by making connections through individuals.

### Origin

- ▶ First known social networking site was launched in 1997 – sixdegrees.com

### Six Degrees of Separation

- ▶ If a person is one step away from each person they know and two steps away from each person who is known by one of the people they know, then everyone is at most six steps away from any other person on Earth

What is Social Networking?





- ▶ Stats not as widely available
- ▶ 1,382% increase in use between February 2008 and February 2009
- ▶ Currently 14 million visits to its site in the US alone
- ▶ About nine months ago it was estimated there were 6 million active users
- ▶ Millions more have Twitter accounts
- ▶ Increasing use by businesses to connect directly with consumers
- ▶ May not replace Facebook, but may replace blogs

Twitter stats



**The Good**

Embrace the Technology

AUMA's Twitter page

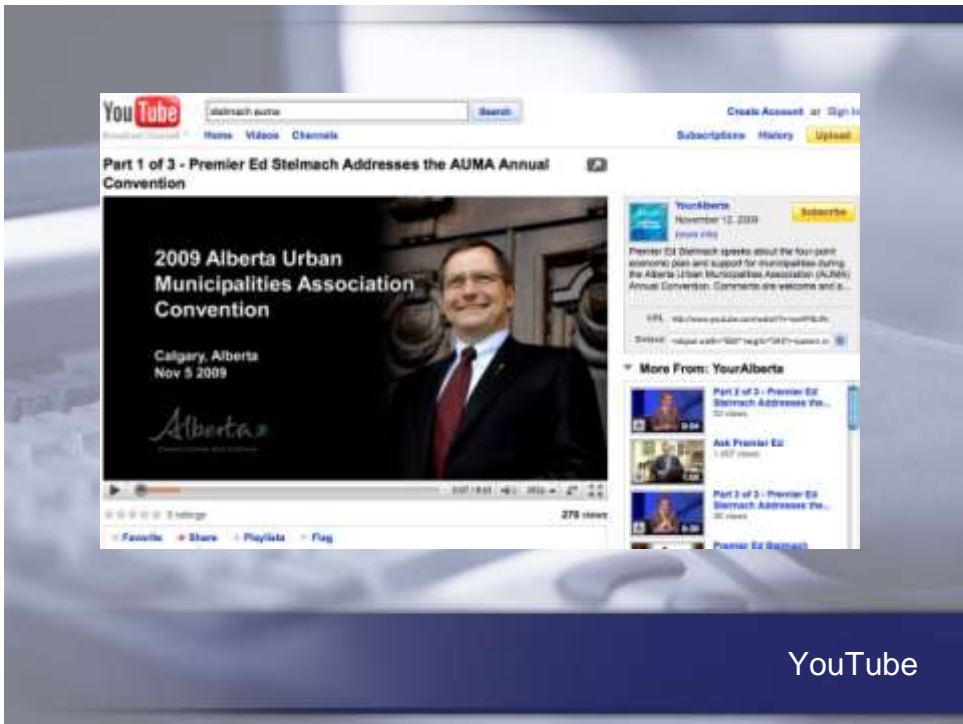
AUMA's Twitter Page Followers



Darren's Campaign Facebook Page



Darren's Personal Facebook Page



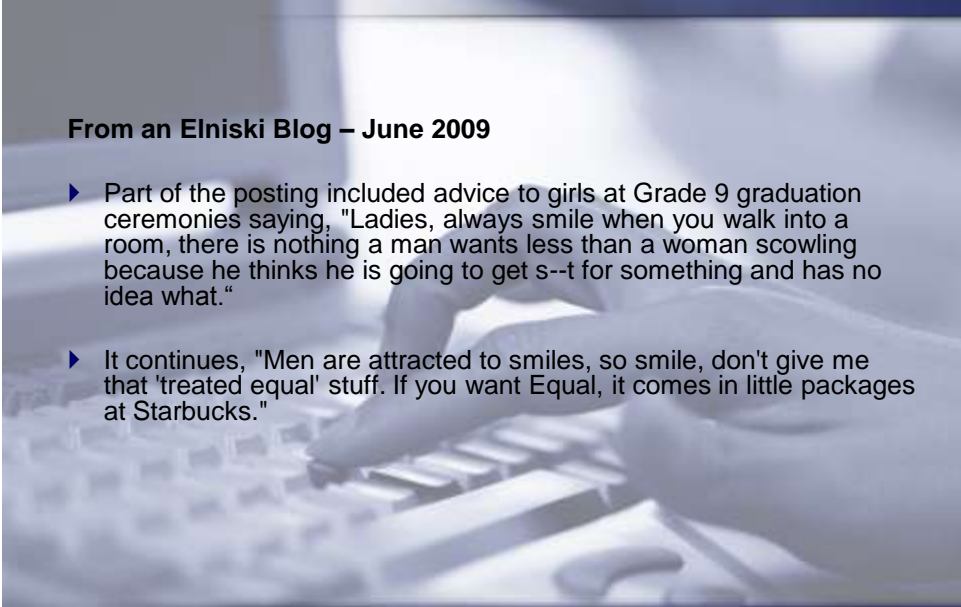
- 
- ▶ Social networking sites were not launched for business or political reasons
  - ▶ Facebook, Twitter etc were meant for people to talk about their personal lives, their families, what they thought and what they were doing
  - ▶ Sites have now been set up for everything from political campaigns to specific issues
  - ▶ Moving to a business or political purpose can work, but it's also tricky
  - ▶ Is today's Facebook "friend" tomorrow's political foe?
  - ▶ The media knows where to go for "the good stuff"
  - ▶ News releases have become too corporate – Twitter is raw and real
  - ▶ The story of *Town Councillor John Smith*

Be Careful Out There



## The Ugly

When Social Networking Goes Wrong



### From an Elniski Blog – June 2009

- ▶ Part of the posting included advice to girls at Grade 9 graduation ceremonies saying, "Ladies, always smile when you walk into a room, there is nothing a man wants less than a woman scowling because he thinks he is going to get s--t for something and has no idea what."
- ▶ It continues, "Men are attracted to smiles, so smile, don't give me that 'treated equal' stuff. If you want Equal, it comes in little packages at Starbucks."

Edmonton MLA Doug Elniski



### An Elniski Tweet – June 2009

- ▶ Among the tweets he posted on Edmonton's Pride Parade were "I am surrounded by bumping and grinding lesbians," and "that guy has size-14 stilettos."

Edmonton MLA Doug Elniski



### From an Janine Kriebler's Facebook page – November 2009

- ▶ The message, a copy of which was obtained by The Globe, says the party "is falling apart, and will not recover." It also blames "the Toronto elites" for being out of tune, arrogant and unrealistic.
- ▶ Mr. Ignatieff's leadership is openly questioned, as is his decision to shun the coalition deal struck by Mr. Dion, NDP Leader Jack Layton and Bloc Leader Gilles Duceppe.
- ▶ "The time for choices is now," the message says.

Wife of Stephane Dion



### From Theoren Fleury's blog – January 2010

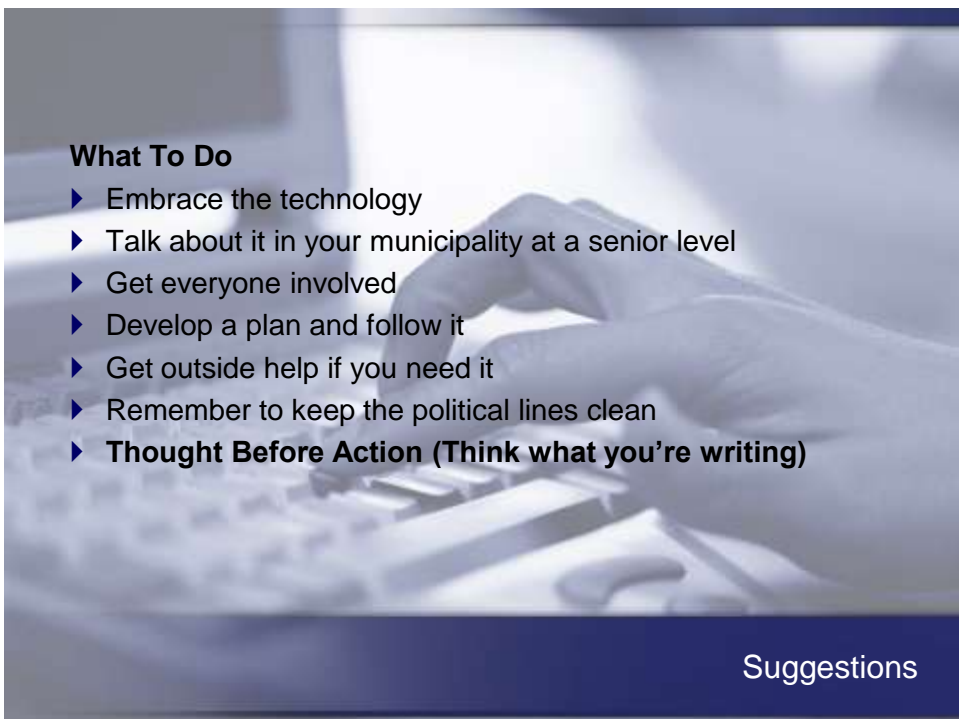
- ▶ "At one hundred and eighty pounds, I finished 11th out of 56 guys at camp in the fitness test and scored a historic shootout goal in an exhibition game after being out of hockey for six years," Fleury reportedly wrote. "What does that say about the talent level in the NHL? 4 points and a plus 4 rating in four exhibition games and I get cut. What a joke! Craig Conroy goes the first 37 games of the season with zero goals. I wonder how many I would have had?"
- ▶ "Even with all the stupid people that run the game of hockey, it's still a great game. Go figure," added Fleury in the posting.
- ▶ The report also says that Fleury predicts that the Flames will lose in the first round of the playoffs for the second year in a row. Fleury also reportedly wrote that Calgary should "trade Robyn Regehr and finally get someone for Iggy to play with."

Theoren Fleury's blog



## Suggestions

Be Good and Not Ugly



### What To Do

- ▶ Embrace the technology
- ▶ Talk about it in your municipality at a senior level
- ▶ Get everyone involved
- ▶ Develop a plan and follow it
- ▶ Get outside help if you need it
- ▶ Remember to keep the political lines clean
- ▶ **Thought Before Action (Think what you're writing)**

Suggestions



**Grant Ainsley Inc.**

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