



# Unfun Social Fun

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Jordan Gilgenbach  
City of Minneapolis



# How are you?

- Social Media managers feel the brunt of public sentiment.
- It's super hard to separate self from the organization.
- Social managers are professionals, not interns.
- Large organization, but often a one-man band.
- Need some #SocialSelfCare.





**Jessie Brown** 🧘 📱 ☮️ @jbrownsocial · Oct 10

Social media jobs are stressful and personal.

Too often, mental health is thought of in extremes. Depression isn't always not leaving bed; anxiety is not just panic attacks.

Take care of yourselves. ❤️

#WorldMentalHealthDay 🎀 #SocialSelfCare

#SocialGov

[gsmo.org/social-self-ca...](https://gsmo.org/social-self-ca...)

Just remember

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# Getting attacked



Cindysestruth  
@cs00582scs

**BREAKING.. HOW DESPERATE CAN ONE MAN BE?.**

Soyboy #Minneapolis Mayor Jacob Frey so incensed that 78,000 plus are waiting to get into @POTUS RALLY tonight... he has the city removing porta-potty's so they have to suffer, defecate in the streets or get out of line

612-673-3000



Sheri Auclair  
33 mins · 🌐

Information from someone already in line. Boy Mayor Frey is having a temper tantrum and removing port-a-potties for those in line! What a child!

From Pattie Baker Sims\*\* UPDATE: I just stopped the security guards and asked ....YES - the MPLS Mayor has ordered the removal of all port-a-potty's. The only ones remaining are now by ramp C.

3:28 PM · Oct 10, 2019 · Twitter for iPad



City of Minneapolis  
@CityMinneapolis

We're getting a lot of questions about the port-a-potties 🗑 near @TargetCenterMN. It is the responsibility of event organizers to provide these facilities, not the city. #TrumpMinneapolis

2:37 PM · Oct 10, 2019 · Twitter Web App

View Tweet activity

343 Retweets 1.3K Likes



City of Minneapolis @CityMinneapolis · Oct 10  
Replying to @CityMinneapolis and @TargetCenterMN  
Here's an update to the port-a-potties.

City of Minneapolis @CityMinneapolis · Oct 10

The event organizers have provided a row of port-a-potties, which are located behind Ramp C. [twitter.com/CityMinneapolis](https://twitter.com/CityMinneapolis)...



Warren Kagarise @wkagarise · 23h

A4: A great opportunity to get on-the-ground information — but with the rise of misinformation, be careful and be ready to verify what you're hearing.

#gsmchat

Government Social Media @GovernmentSM · 23h

Q4: Many public sector agencies are actually using #crowdsourcing techniques to help during emergencies. How can crowdsourcing help your agency during an emergency or crisis? #gsmchat #smem #lesm

Show this thread

**Q4: How can crowdsourcing help your agency during an emergency or crisis?**

#GSMCHAT



**David Fitterer** @davidfitterer · Oct 10

Such a great tweet. Educational, swift, and backhanded all in one.



**City of Minneapolis** @CityMinneapolis · Oct 10

We're getting a lot of questions about the port-a-potties near @TargetCenterMN. It is the responsibility of event organizers to provide these facilities, not the city. #TrumpMinneapolis

[Show this thread](#)



1



# Good intentions




**City of Minneapolis**  @City... · 10/7/19

The City of Minneapolis strives to be welcoming for everyone. Our rich diversity makes us stronger. Roughly 100 different languages are spoken in our city. Share your [#WeAreMpls](#) stories with us: [minneapolismn.gov/government/goa...](http://minneapolismn.gov/government/goa...)



564 185 771




**Terrie** @Texas56 · Oct 11  
Replying to @CityMinneapolis  
No white people?


4



**Hunter** @Hunter\_Tylerr · Oct 10  
Replying to @CityMinneapolis  
The diversity is overwhelming


16



**Rockman**  @rockman\_2 · Oct 10  
Replying to @CityMinneapolis  
"deversity" = no white people.


2 6 61

1 more reply



**Caliberalifornia** @OldAkronNative · Oct 12  
Replying to @CityMinneapolis  
Wow, over 700 likes. You're killing it.

1



**Rebecca J** @BekkajSodaCity · Oct 9  
Replying to @CityMinneapolis and @Jacob\_Frey  
I fell in love with your city and state at #nctoh2019 conference in Aug where I heard your Lt Gov and @Jacob\_Frey speak. This SC girl was sooo impressed!

4 2

2 more replies



**Chris Ocasio Cortez- Keck/ PHD (kinda sorta)** @keck1157 · Oct 10  
Replying to @CityMinneapolis and @Jacob\_Frey  
Wheres the White People?



Live footage of me reading my mentions...

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# SM Policy

- New social media policy approved July 2019.
- First update since 2011.
- Worked very closely with legal.
- Several rounds of review with legal, communications, HR, union reps, city leadership, and more.
- Applies to elected officials.
- Legal and perceptual risk at all-time highs.
- **Balance 1A rights.**

## CITY OF MINNEAPOLIS SOCIAL MEDIA PROCEDURES

### 1.0 PURPOSE AND SCOPE

#### 1.1 Overview

The City of Minneapolis Communications Department determines, under the Social Media Policy and these procedures, how the City's web-based social media resources will be designed, implemented and managed. City-Supported Social Media Sites may be managed, modified or removed by the City's Communications Department at any time and without notice.

#### 1.2 Policy Statement

The City of Minneapolis supports the use of social media to advance the goals of the City and its boards and commissions. To ensure the City represents itself, and its boards and commissions, appropriately and consistently online, the Communications Department is charged with overseeing the design, implementation, and management of City-Supported Social Media Sites and overseeing the use of other Social Media Sites by Covered Persons.

#### 1.3 Purpose of Procedures

The purpose of these procedures is to communicate the requirements regarding the use of Social Media sites and increase awareness of acceptable conduct of Covered Persons, and the public, when interacting on City-Supported Social Media Sites and other Social Media Sites.

#### 1.4 Scope

The Social Media Policy and these procedures apply to Covered Persons, as defined in the Social Media Policy and these Procedures. The Social Media Policy and these procedures cover Covered Persons' conduct on and use of Social Media Sites, including new or existing City-Supported Social Media Sites for the length of their work for or service to the City of Minneapolis. The Social Media Policy and these procedures are effective January 1, 2020.

All other City policies, City Charter provisions, City ordinances, state and federal laws, and United States and Minnesota Constitutions, apply to social media, even if not specifically mentioned in this policy and the implementing procedures. For example, Covered Persons shall bear in mind the requirements of City policies, including Civil Service Rule 11, which covers substandard performance and misconduct, the City's Ethics Ordinance, and the Anti-Discrimination, Harassment and Retaliation policy.



**Mary Jo Flynn**

@MaryJoFly



Very limited types of posts you may ban, delete or hide

- 1 Obscenity (7 dirty words)
- 2 Defamation
- 3 Actual threats
- 4 Spam
- 5 Illegal activities
- 6 Malware links
- 7 Promote illegal discrimination
- 8 Copyright of another

Per [@MarkRWeaver](#) - a great presentation on 1A #s4scon

# Elected Officials

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- Covered in Minneapolis for first time.
- Requires separate accounts for City business.
- Avoids issues with political ethics, public records, access.
- Brings additional guidance and rules to elected officials.
- Very few governments, especially locally, have ventured into this.

# Archiving

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- Use ArchiveSocial for archiving.
- Lack of clear rules from MNGDPA for social.
- Currently archiving forever.
- Working on budget to increase archiving capacity.

# Have a strategy

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**Chris Bartley**

@cambartley



Simple way to explain the differences between objectives, strategy and tactics using Helen of Troy.

Objective: Get Helen back

Strategy: Deception

Tactic: Wooden horse

# Metrics

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- Followers  $\neq$  success
- Followers is a vanity metric
- Figure out what you want to achieve and define your success metrics
- Track your KPIs



**Hal Werner**  
@halwerner

Replying to @cambartley

**KPIs: # of Helens Saved, Average Time to Helen Safety**

# Government is intrinsically boring.

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But our content doesn't have to be.

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**Matthew Kobach** ✓

@mkobach



The day you become a better social media marketer is the day you accept your audience doesn't care what you have to say

7:29 PM · Jun 20, 2019 · [Twitter for iPhone](#)

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**8** Retweets   **54** Likes

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City of Minneapolis  
@CityMinneapolis

Avoid this. 🤢

Always remember  
20 seconds  
the bathroom  
food 🍷🍔🍟

#GlobalHandWashing

Learn more at  
news.minneapolis.gov



Minneapolis Health



Brandon Lust @CaraiVei1 · Oct 15

Well, your graphic is effective. Went to wash my hands at the gym just now and as I approached the sink, I visualized the stick person exploding at both ends. 😊



1



11



City of Minneapolis

@CityMinneapolis

Replying to @CaraiVei1



1 seconds with soap  
paring and consuming

n.gov/2019/10/11/kee



# Reach out

- Jordan Gilgenbach
- @jgilgenbach
- jordan.gilgenbach  
@minneapolismn.gov



# The “Unfun” Social Media







#MAGCmn

@NISMPulse



 NISM

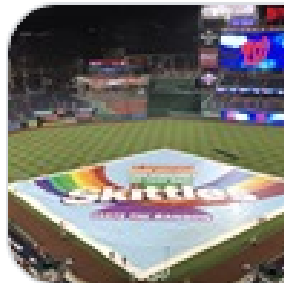


Tracy Shipp link doesn't work #404

Like · Reply · Message · 5w



National Institute for Social Media Thanks for letting us know, Tracy Shipp. Updated link. <https://ttr.ai/Htsy>




NISMONLINE.ORG

Skittles in the Rain: Social Listening Offers Unique ROI...

Like · Reply · Remove Preview · 5w



Tracy Shipp thanks!  1

Like · Reply · Message · 5w







**Damian Corbet** ▸ National Institute for Social Media



January 14, 2015 · 🌐

Hi - I can't access the website.

2 Comments



Like



Comment



Share



Buffer



Message



Oldest ▾



**National Institute for Social Media** Hi Damian, Thanks for the note. We are working to correct this problem. Please let us know if we can help with anything in the meantime. ~ Jen

Like · Reply · Commented on by Jennifer Gilbertson Radke [?] · 4y



**National Institute for Social Media** Hi Damian. The website is back up and running now.

Like · Reply · Commented on by Jennifer Gilbertson Radke [?] · 4y



Write a comment...







**Mike D.**  
Vero Beach, FL  
0 friends  
1 review

★★★★★ 3/28/2016

1 First to Review

Do not waste your time! Although the information within the course itself is great, there are no actual people there to help you. I have sent out multiple emails and have left multiple voicemails from October 2015 through March 2016 and none of them have been returned. I am currently waiting to receive my certificate from them after achieving it over a month ago.

I would recommend that you look elsewhere if you are looking to achieve a social media certification.

1 person voted for this review

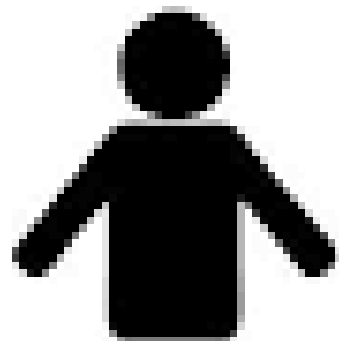
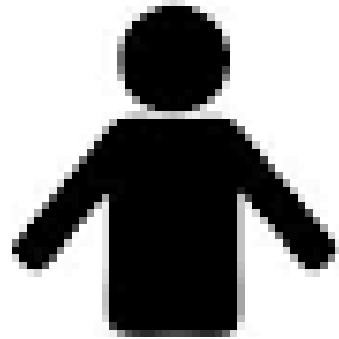
Useful 1

Funny

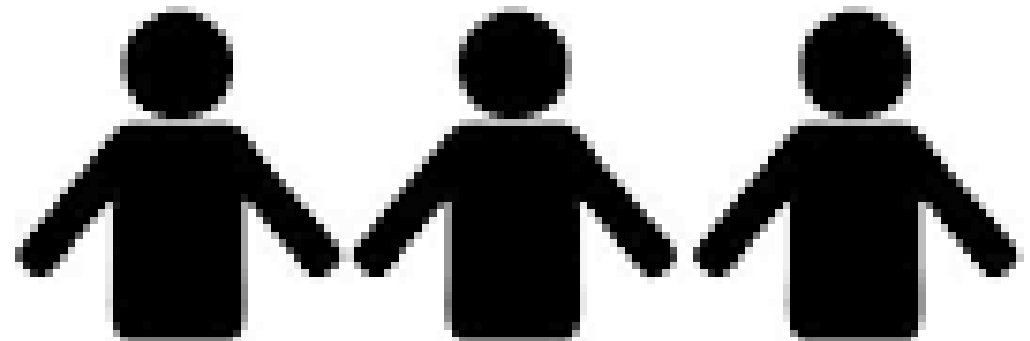
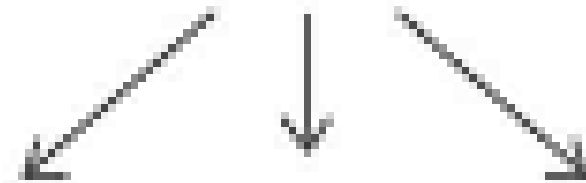
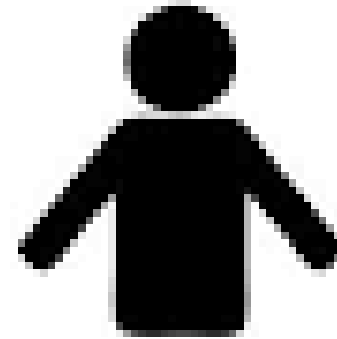
Cool



# One-to-one



# One-to-many





**Badairo AbdulAzeez Oluwadare** What's required of interested candidates around the world?

Love · Reply · Message · 4w



**National Institute for Social Media** Anyone is welcome to register and attend. The course is online with a 1 hour/once a week webinar with the instructor. We strive to make it convenient for students from across the globe.

Like · Reply · 4w



**National Institute for Social Media** Just note...that in order to sit for the exam, all candidates must have a minimum of 64 college credit hours OR a minimum of 2 years of work experience in social media.

Like · Reply · 4w



**Badairo AbdulAzeez Oluwadare** National Institute for Social Media Okay. Thank you!

Like · Reply · Message · 4w



**Badairo AbdulAzeez Oluwadare** National Institute for Social Media The fee is on the high side for me now...

Like · Reply · Message · 4w



**National Institute for Social Media** Badairo AbdulAzeez Oluwadare We understand that can be a challenge for some. We do offer payment plan options and a scholarship program to try to help alleviate the cost burden.

Like · Reply · 4w



**Badairo AbdulAzeez Oluwadare** National Institute for Social Media Talk to me when it's time for scholarship...

Like · Reply · Message · 4w



**National Institute for Social Media** Badairo AbdulAzeez Oluwadare You are welcome to apply for the scholarship at any time. The committee will review them quarterly.  
<https://nisonline.org/about-nism/scholarship-opportunities/>









**Kimberly Alice** ▸ National Institute for Social Media



March 22, 2016 · 🌐

Hi! I'm already certified through NISM. Can you tell me when the next upcoming Train-the-Trainer Class is?

5 Comments



Like



Comment



Share



Buffer



Message



Oldest ▾



**Mike Danyus** Has anyone got back to you from the company?

Like · Reply · 3y



**Kimberly Alice** No, no one 😞

Like · Reply · 3y



**Mike Danyus** have you ever spoken to someone from the company?

Like · Reply · 3y







**Kimberly Alice** Yes, usually they are very active on social media

Like · Reply · 3y



**Mike Danyus** That's funny because I have never been able to get a hold of anyone from the company. I have left multiple voicemails, sent multiple emails, and haven't ever heard from anyone.

Like · Reply · 3y



**Mike Danyus** I also noticed that their blog hasn't been updated in almost a year and their post are recycled over and over on their Facebook page

Like · Reply · 3y



Write a reply...



**National Institute for Social Media** Good afternoon Mike, our sincere apologies - please check your email and we will help resolve your issue as soon as possible.

Like · Reply · Commented on by Zendesk [?] · 3y



**Kimberly Alice** So I don't get a response or answer?

Like · Reply · 3y





# Contact Information

## Jen Radke

Twitter: @RadkeJen

LinkedIn: [www.linkedin.com/in/jenniferradke/  
jradke@nisonline.org](http://www.linkedin.com/in/jenniferradke/jradke@nisonline.org)

## NISM

Twitter: @nismpulse

Website: [www.nisonline.org](http://www.nisonline.org)





# Charles Stech, CRM, MPA

MnDOT Office of Chief Counsel

Oct 23<sup>rd</sup> 2019



# What does MnDOT do?



MnDOT 511



# Why have a retention schedule?

- Why have a retention schedule
- Its required by State and federal law
  - [138.17](#)- Government units like MnDOT are required to keep records so the public can have a full and accurate knowledge of their official activities.
  - [13.03](#)- Records must be kept in a way that is easily accessible for convenient use.
  - Helps out with business process

- MnDOT policy on Records Retention and Disposal
  - <http://www.dot.state.mn.us/policy/dm/dm006.html>
- MnDOT Retention Schedule
  - <http://dotapp7.dot.state.mn.us/edms/download?docId=1650645>
- League of Minnesota Cities
  - [https://www.mcfoa.org/vertical/sites/%7B067FFB58-E3CD-42BA-9FB1-11EFC7933168%7D/uploads/General Records Retention Schedule 2018.pdf](https://www.mcfoa.org/vertical/sites/%7B067FFB58-E3CD-42BA-9FB1-11EFC7933168%7D/uploads/General%20Records%20Retention%20Schedule%202018.pdf)