Digital Communications in Legislatures

October 26, 2019 • Coronado, CA
Presented By: Berkeley Teate, NCSL Public Affairs
I’m so sick of Congress I could vomit.
Ya’ll Ready For This?

- Digital Trends
- Communications Staff
- Behind-The-Scenes
- Awareness
- Usage & Sites
- Lively Discussions
Digital Trends: United States

- 1.59B daily active users.
- 1B monthly active users.
- 200M daily active users.
- 126M daily active users.
Digital Trends: NCSL

Twitter Followers for: @NCSLorg

By Week

- Net Change: +12.4%
- Average Daily Growth: 46.2%
- Followers: 22.2k

Fans

- Net Change: +17.6%
- Average Daily Growth: 3.6
- Fans: 7,828
Digital Trends: State Legislatures

58%

67%
Traditional Communications Staff

- Director/Deputy Director
- Press Secretary
- Speech Writer
- Photographer
- Audio/Visual
Social Media Staff
Social Media Operations

- Policy & Legislative Affairs
- Constituent Services
- Internal Operations
- Marketing & Campaigns
MoreSocial Media Operations

- Magicians
- Trend Setter
- Mathematicians
- Offensive Line
- Hair & Makeup
- Zorro
## Behind-The-Scenes: Preparation

![Image of event management tool]

### Event Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Event Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct 21</td>
<td>10 AM</td>
<td>NCSSorg Event</td>
</tr>
<tr>
<td>Oct 21</td>
<td>11 AM</td>
<td>NCSSorg Event</td>
</tr>
</tbody>
</table>

![Show all]

### Networks
- National Conference of...  
- NCSSorg  
- ncssorg  
- National Conference of...

### Event Calendar

![Event Calendar]

**Publisher**

**Planner**

**Content**

**Promote**

- New Post
- Upgrade my plan

**Date Filters**

- Oct 20 - 26, 2019
- TODAY
- EXPANDED

**Post Details**

- NCSSorg Events
- NCSSorg Tweets
- NCSSorg Posts
# Behind-The-Scenes: Preparation

## Public Affairs
- **Monthly News Analysis Report, August**: High, NCSL Staff, Mick. In Progress.
- **Monthly Social Media Analysis Report, August**: High, NCSL Staff, Berkeley. Completed.

## Events

## PSS Meetings
- **Sept. 23 - 27**: 2019 ASLCS Meeting - Seattle. Low, N/A, N/A. N/A. No Contact. Completed. Post-Coverage Request.
- **Sept. 23 - 25**: 2019 L/R Meeting - Portland, ME. High, N/A, N/A. Completed.

## Week of 09/02
- Holiday: Labor Day.
- **State Primaries: (4) Remaining States, Website Coverage**: Medium, All, Berkeley. Completed.
- **Promotion: Disaster Relief [Hormone Treatment]**: Medium, All, Berkeley. Completed.
- **Legisbrief 3**: Reinforcing Ethics with Layered Oversight. Medium, All, Berkeley. Completed.

## Week of 09/09
- **Weekly Social Media Plan 9/9**: High, All, Berkeley. Completed.
- **Promotion: Capital to Capitol**: High, All, Berkeley. Completed.
- **Promotion: Occupational Licensing Resources**: High, All, Berkeley. Completed.
- **Magazine**: Toolbox: States & Redistricting. Medium, All, Berkeley. Completed.

## Week of 09/16
- **Bi-weekly 09/07**: High, Media/All, Berkeley. Completed. Sent to Mic. For Review.
- **Promotion: The Caucus [September Issue]**: Medium, All, Berkeley. In Progress.
- **Promotion: Capital to Capitol**: High, All, Berkeley. Completed.
- **Magazine**: The Final Word. Medium, All, Berkeley. Completed.
## Behind-The-Scenes: Preparation

### NCSL D.C. Fly-In: Cybersecurity
**Public Affairs Contact:** Mick Bullock | mick.bullock@ncl.org  
**Location:** Dirksen Senate Office Building, Room 342  
**Updated:** 10/18/19

<table>
<thead>
<tr>
<th>Agenda</th>
<th>Publish Time</th>
<th>Media Type</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 AM</td>
<td>11 AM</td>
<td>Social: Twitter</td>
<td>This morning, U.S. @SenGaryPeters (MI) welcomed state &amp; local leadership to Washington, D.C., ensuring U.S. cybersecurity is a shared mission across all levels of government. #NCSLInDC &lt;LINK&gt;</td>
</tr>
</tbody>
</table>
| 9 AM   | 11:30 AM     | Social: Twitter | ALTERNATIVE:  
This morning, @NCSLorg & @NatiGovsAssoc welcomed state & local leadership to Washington, D.C. to discuss the roles, responsibilities & challenges states face in #cybersecurity. #NCSLInDC <LINK> |
| 9:15 AM| 11:45 AM     | Social: Twitter | Doug Robinson, @NASCIO Executive Director, moderated a discussion on Capitol Hill on the roles & responsibilities states’ face in #cybersecurity. #NCSLInDC <LINK> |
| 9:15 AM| 12:00 PM     | Social: Twitter | Sen. Thomas Alexander (SC), @NCSLorg #Cybersecurity Task Force Chair, spoke on Capitol Hill this morning about how states – incl. his home state – have been responding to cyber attacks. #NCSLInDC <LINK> |
| 9:15 AM| 12:15 PM     | Social: Twitter | This morning on Capitol Hill, Mr. General Timothy Williams, Chief Info Officer & Past President of @NASCIO James Collins, & NJ Director of Homeland Security & Preparedness Jared Maples shared barriers their states & localities are seeing in #cybersecurity. #NCSLInDC <LINK> |
| 9:15 AM| 12:30 PM     | Social: Twitter | This morning, @NCSLorg – in collaboration with @NatiGovsAssoc and @NASCIO – held its State & Local Cybersecurity Day on Capitol Hill. U.S. Sen. Gary Peters (MI) provided opening remarks. More Details Available Here: <LINK> #NCSLInDC |
| -     | 12:30 PM     | Social: Facebook | It’s National #Cybersecurity Awareness Month! Check out @NCSLorg’s activities today on Capitol Hill! Cc @Cyber @CSAkreis @ODAMinflr @NCSLInDC <LINK TO BLOG> |
| -     | 1 PM         | Social: Instagram | This morning, @NCSLorg – in collaboration with @NatiGovsAssoc and @NASCIO – held its State & Local Cybersecurity (Computer Emoji) Day on Capitol Hill. U.S. Sen. Gary Peters (MI) provided opening remarks.  
Details in Bio. (Eye Emoji)  
#NCSLInDC #NCSL #Congress #CapitolHill #WashingtonDC #DC #Cybersecurity #StateandLocal |
Behind-The-Scenes: Analytics
Behind-The-Scenes: Apps
Behind-The-Scenes: Editing
Be Aware: Trolls
Trolls
Trolls: Playbook

1. Hiding/Deleting
2. Engaging
3. Reporting
Trolls
Legislatures adopt social media policies in order to set ground rules related to site administration, appropriate content (including comments), and employee usage.

**Usage Policies**
- Alaska Legislature Social Media Guidelines
- California Senate Social Media Comment Policy
- Hawaii Senate Social Media Policy
- Hawaii Senate Twitter Usage Policy
- Hawaii House of Representatives Social Media Proper Use Policy
- Nebraska Technology Policy
- Texas Legislative Reference Library Social Media Policy
- Utah House of Representatives Social Media Policy
- West Virginia Legislature Social Media Policy (see p. 29)
- Wisconsin Assembly Guidelines Regarding Legislator and Staff Use of State-Supported Websites and Social Media (see p. 13)

**Site Policies or Disclaimers**
- Arizona House of Representatives Caucus Website Policy
- Michigan House Republicans Facebook Page Policies
- New York Senate Terms of Participation
- Utah House of Representatives Social Media Policy
- Utah State Senate (Blog) Policy

### Legislative Social Media Sites

<table>
<thead>
<tr>
<th>State</th>
<th>Site</th>
<th>Blog</th>
<th>Facebook/Linkedin</th>
<th>Photo Sharing</th>
<th>Twitter</th>
<th>Audio-Video Stream</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>House Republicans</td>
<td></td>
<td>Facebook</td>
<td></td>
<td>Twitter</td>
<td>YouTube</td>
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<tr>
<td></td>
<td>House Democrats</td>
<td>Blog</td>
<td>Facebook</td>
<td></td>
<td>Twitter</td>
<td>YouTube</td>
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<tr>
<td></td>
<td>Senate Republicans</td>
<td></td>
<td>Facebook</td>
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<td>Twitter</td>
<td>YouTube</td>
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<td>Senate</td>
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<tr>
<td>Alaska</td>
<td>House Majority Coalition</td>
<td></td>
<td>Facebook</td>
<td>Instagram</td>
<td>Twitter</td>
<td>YouTube</td>
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<tr>
<td></td>
<td>House Republicans</td>
<td></td>
<td>Facebook</td>
<td>Instagram</td>
<td>Twitter</td>
<td>Vimeo</td>
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<tr>
<td></td>
<td>Senate Democrats</td>
<td></td>
<td>Facebook</td>
<td></td>
<td>Twitter</td>
<td>YouTube</td>
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<td>Instagram</td>
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<td>Vimeo</td>
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<tr>
<td></td>
<td>Legislature</td>
<td></td>
<td>Facebook</td>
<td></td>
<td></td>
<td>Vimeo</td>
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<td>Arizona</td>
<td>House Democrats</td>
<td>Blog</td>
<td>Facebook</td>
<td></td>
<td>Twitter</td>
<td>YouTube</td>
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<td></td>
<td>House Republicans</td>
<td>Blog</td>
<td>Facebook</td>
<td>Flickr, Instagram</td>
<td>Twitter</td>
<td>You Tube</td>
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<td>Senate Democrats</td>
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<td>Facebook</td>
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<td>Twitter</td>
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<td></td>
<td>Senate Republicans</td>
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<td>Facebook</td>
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<td>Twitter</td>
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<tr>
<td></td>
<td>Legislature</td>
<td></td>
<td>Facebook</td>
<td></td>
<td></td>
<td>YouTube (ACTV)</td>
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</tbody>
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Lively Discussions

- How do you address social media use in your legislatures?
- How do you advise staff about policies?
- What kinds of considerations do you have to take into account from a legal perspective?
- Any challenges we haven’t discussed?
Final Words

An office is a place where dreams come true.