Ya’ll Ready For This?

- Quick Overview
- Digital Trends
- Digital Tools
- One Man Shows
- “Trolls”
- Social “Tie-In”
Quick Overview: Time & Day

- Weekdays
- Business Hours
- Platforms Vary
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

Oct 1, 2018 - Oct 1, 2019

By Week

Average Daily Growth: +12.4%
FOLLOWERS: 22.2k

Average Daily Growth: +17.6%
FANS: 7,828

+20%
Digital Trends: State Legislatures

58% 67%
Digital Trends: State Legislatures

Legislative Policies

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

<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>
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</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>House Republicans</td>
<td></td>
<td>Facebook</td>
<td>Twitter</td>
<td></td>
<td>YouTube</td>
</tr>
<tr>
<td></td>
<td>House Democrats</td>
<td>Blog</td>
<td>Facebook</td>
<td>Twitter</td>
<td></td>
<td>YouTube</td>
</tr>
<tr>
<td></td>
<td>Senate Republicans</td>
<td>Facebook</td>
<td>Twitter</td>
<td></td>
<td></td>
<td>YouTube</td>
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<tr>
<td></td>
<td>Senate Democrats</td>
<td></td>
<td>Twitter</td>
<td></td>
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<tr>
<td>Alaska</td>
<td>House Majority Coalition</td>
<td>Facebook</td>
<td>Instagram</td>
<td>Twitter</td>
<td></td>
<td>YouTube</td>
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<tr>
<td></td>
<td>House Republicans</td>
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<td>Facebook</td>
<td>Instagram</td>
<td>Twitter</td>
<td>Vimeo</td>
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<tr>
<td></td>
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<td>Facebook</td>
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<tr>
<td></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>Facebook</td>
<td>Instagram</td>
<td>Twitter</td>
<td></td>
<td>Vimeo</td>
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<tr>
<td>Arizona</td>
<td>House Democrats</td>
<td>Blog</td>
<td>Facebook</td>
<td>Flickr, Instagram</td>
<td>Twitter</td>
<td>YouTube</td>
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<td></td>
<td>House Republicans</td>
<td></td>
<td>Facebook</td>
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<td>YouTube</td>
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<td></td>
<td>Senate Democrats</td>
<td>Blog</td>
<td>Facebook</td>
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<td>Twitter</td>
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<td></td>
<td>Senate Republicans</td>
<td>Blog</td>
<td>Facebook</td>
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<td>Twitter</td>
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<tr>
<td></td>
<td>Legislature</td>
<td></td>
<td>YouTube (ACTV)</td>
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</table>
Digital Tools:

- Software
- Applications
- Editing Tools

*I understand the way this game is played.*
# Digital Tools: Software

<table>
<thead>
<tr>
<th>Publisher</th>
<th>Planner</th>
<th>Content</th>
<th>Promote</th>
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<tbody>
<tr>
<td>All Posts</td>
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<table>
<thead>
<tr>
<th>Date</th>
<th>Posts</th>
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</thead>
<tbody>
<tr>
<td>Sun 20</td>
<td></td>
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<tr>
<td>Mon 21</td>
<td></td>
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<tr>
<td>Tue 22</td>
<td></td>
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<td>Wed 23</td>
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<td>Thu 24</td>
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<tr>
<td>Fri 25</td>
<td></td>
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<tr>
<td>Sat 26</td>
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</tbody>
</table>

**NETWORKS**
- National Conference of...
- NCIS.org
- ncis.org
- National Conference of...

**Show all**
Digital Tools: Software
Digital Tools: Applications
Digital Tools: Editing
One Man [& Woman] Shows
One Man [& Woman] Shows

Have A Plan:
- Know Your Constituents [But Keep up with Trends!]
- Learn & Use Software
- Weekly, Monthly, Annual
### 2018 Communication Planning

#### Objective/Item

<table>
<thead>
<tr>
<th>Objective/Item</th>
<th>Priority Audience Staff</th>
<th>Time</th>
<th>Est. Cost Progress</th>
<th>Colossal Material</th>
</tr>
</thead>
</table>

#### Public Affairs

- Monthly News Analysis Report, August
  - Monthly Social Media Analysis Report, August

#### Events

<table>
<thead>
<tr>
<th>Event</th>
<th>Priority Audience Staff</th>
<th>Time</th>
<th>Est. Cost Progress</th>
<th>Colossal Material</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept. 10 - 13 DLX Occupational Licensing Consortium</td>
<td>High All Berkeley</td>
<td>Completed</td>
<td>Pending - Program F/U</td>
<td></td>
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<tr>
<td>Sept. 24 - 26 National Tribal Energy Summit</td>
<td>Medium All Berkeley, Mick</td>
<td>Completed</td>
<td>Pending - DOE Schedule</td>
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<tr>
<td>Sept. 26 - 27 2019 NCSL Jobs Summit</td>
<td>Medium All Berkeley</td>
<td>Completed</td>
<td>Drafting Language</td>
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<tr>
<td>Sept. 27 Bipartisan Policy Center (BPC) Meeting</td>
<td>High All Berkeley, Mick</td>
<td>Completed</td>
<td>Pending - Fed Info</td>
<td></td>
</tr>
</tbody>
</table>

#### POS Meetings

- Sept. 15 - 18 2019 NCSL Meeting - Park City
- Sept. 17 - 20 2019 NCSL Meeting - Santa Fe
- Sept. 21 - 23 2019 NCSL Meeting - Seattle
- Sept. 26 - 28 2019 NCSL Meeting - Portland, OR

#### Week of 05/02

- Holiday: Labor Day
- Weekly Social Media Plan 5/2
- State Primaries: (5) Remaining States, Webpage Coverage
- Promotion: Disaster Relief (Hurricane Dorian)

#### Legislative

- Legislative 3: Reinforcing Ethics with Legislative Oversight
- Legislative 4: Pass Marketing: State Tourism Office Budget

#### Magazine

- Freshman Remarks (Online Only): Rep. Kosiak (8)
- Toolbox: States & Redistricting
- Freshman Remarks (Online Only): Rep. Pole (8)

#### Week of 05/09

- September 9 - 13 DLX Occupational Licensing Consortium
- Weekly Social Media Plan 5/2
- Promotion: Capital to Capitol
- Promotion: Occupational Licensing Resources
- Promotion: GOP Update

#### Magazine

- Freshman Remarks (Online Only): Rep. Kosiak (8)
- Toolbox: States & Redistricting
- Freshman Remarks (Online Only): Rep. Pole (8)

#### Week of 05/16

- Sept. 15 - 18 2019 NCSL Meeting - Park City
- Sept. 17 - 20 2019 NCSL Meeting - Santa Fe
- Weekly Social Media Plan 5/23
- B-Weekly 05/17
- Promotion: The Caress (September Issue)
- Promotion: Capital to Capitol

#### Magazine

- The Final Word
- Freshman Remarks (Online Only): Rep. Kosiak (8)
## NCSL D.C. Fly-In: Cybersecurity

**Public Affairs Contact:** Mick Bullock | mick.bullock@ncsl.org  
**Location:** Dirksen Senate Office Building, Room 342  
**Updated:** 10/18/19

### Agenda: Publish Time: Media Type: Notes

<table>
<thead>
<tr>
<th>Time</th>
<th>Agenda</th>
<th>Media Type</th>
<th>Notes</th>
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</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>
Trolls
Trolls
You cannot “hide” from them.

Rules of Engagement.

You are the Referee, Coach & Linemen
Trolls
Timeout:

AP AP Politics
@AP_Politics

Corrects link on previous tweet: CIA director’s private email hacked? Person claims to have breached account
apne.ws/1Z7qga0
2:00 PM - 19 Oct 2015

AP The Associated Press

Hacker claims to have breached CIA director’s personal email
WASHINGTON (AP) — An anonymous hacker claims to have breached CIA Director John Brennan’s personal email account and has posted documents online, including a list of email addresses purportedly from...

View on web

Mayor Greg Fischer
@louisvndemayor

Innovative graphic in @courierJournal today announcing
@googlefiber partnership
5:44 AM - 11 Sep 2015

Follow
Social “Tie-In”

1. Website & “Extra” Content
2. Press
3. Social Media
Any Questions?

"You miss 100% of the shots you don't take." - WAYNE GRETZKY

- MICHAEL SCOTT
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