

The Phantom Menace: Addressing E-Hostility



Chris Hernandez
Communications Director
City of Kansas City, Missouri



Welcome & Agenda

- Chris Hernandez = communicator & connector, 20+ years TV news journalist
- Your moderator today
- Hello to Kevin Lahner & Terrence Moore!
- Holiday party video:

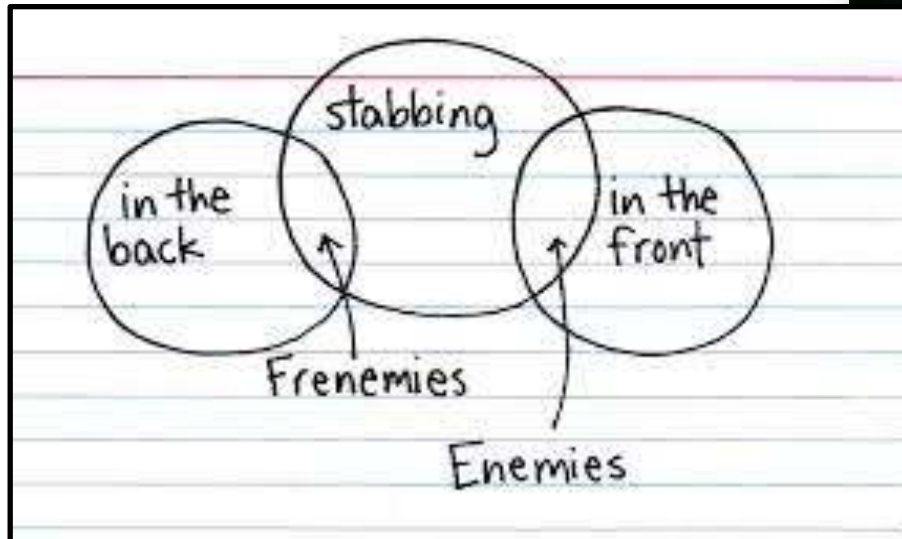
Chris Hernandez

Director of City Communications, KCMO


- Case Studies:
 - The Twitter ‘Frenemy’
 - The Blog turned ‘media source’
 - When things snowball.
- Solutions, ideas for addressing difficult communications issues

The Twitter “Frenemy”

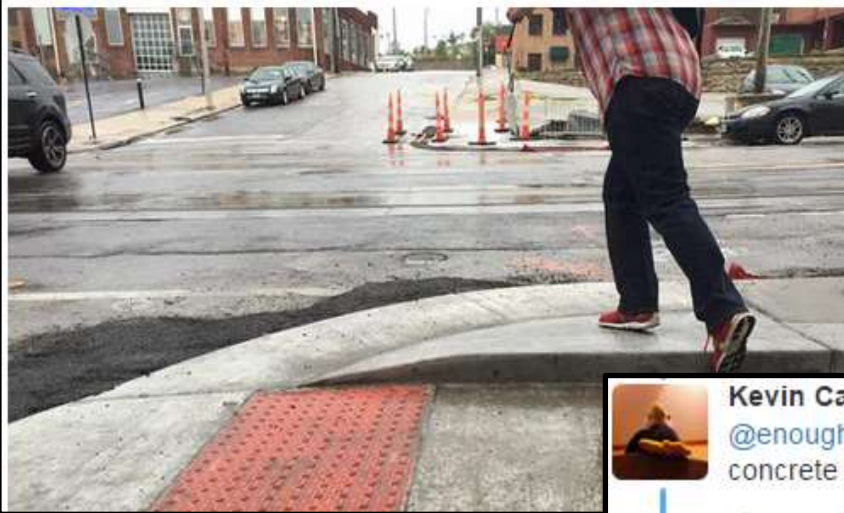
Definition: (Noun)



The Twitter “Frenemy”

 **kclightrail.com**
@kclightrail Follow

It's worse than I thought. Let's build new trip hazards! Egregious example of anti-pedestrian bias.



 **Kevin Carlyle**
@flyingember Follow

@enoughkc @kcstreetcar @JakeMike @KCMO311 @mbconger ADA 2010 35.151(a)(4)(ii) is violated as part of the parked path of travel is blocked

 **Kevin Carlyle** @flyingember · Aug 29
@enoughkc @kcstreetcar @JakeMike @KCMO311 @mbconger the colored concrete shows a clear intention for a wide crossing.

← ↻ ★ ⋮

 **Kevin Carlyle** @flyingember · Aug 29
@enoughkc @kcstreetcar @JakeMike @KCMO311 @mbconger current design shows a wheelchair user gets less safe crossing space than me.

Twitter 'Frenemy' solutions



1. Rapid Response
2. Educate & Engage
3. Communicate & Counsel

Blog turned 'media source'



TONY'S KANSAS CITY

OPINION, JOKES AND STORIES FROM KC

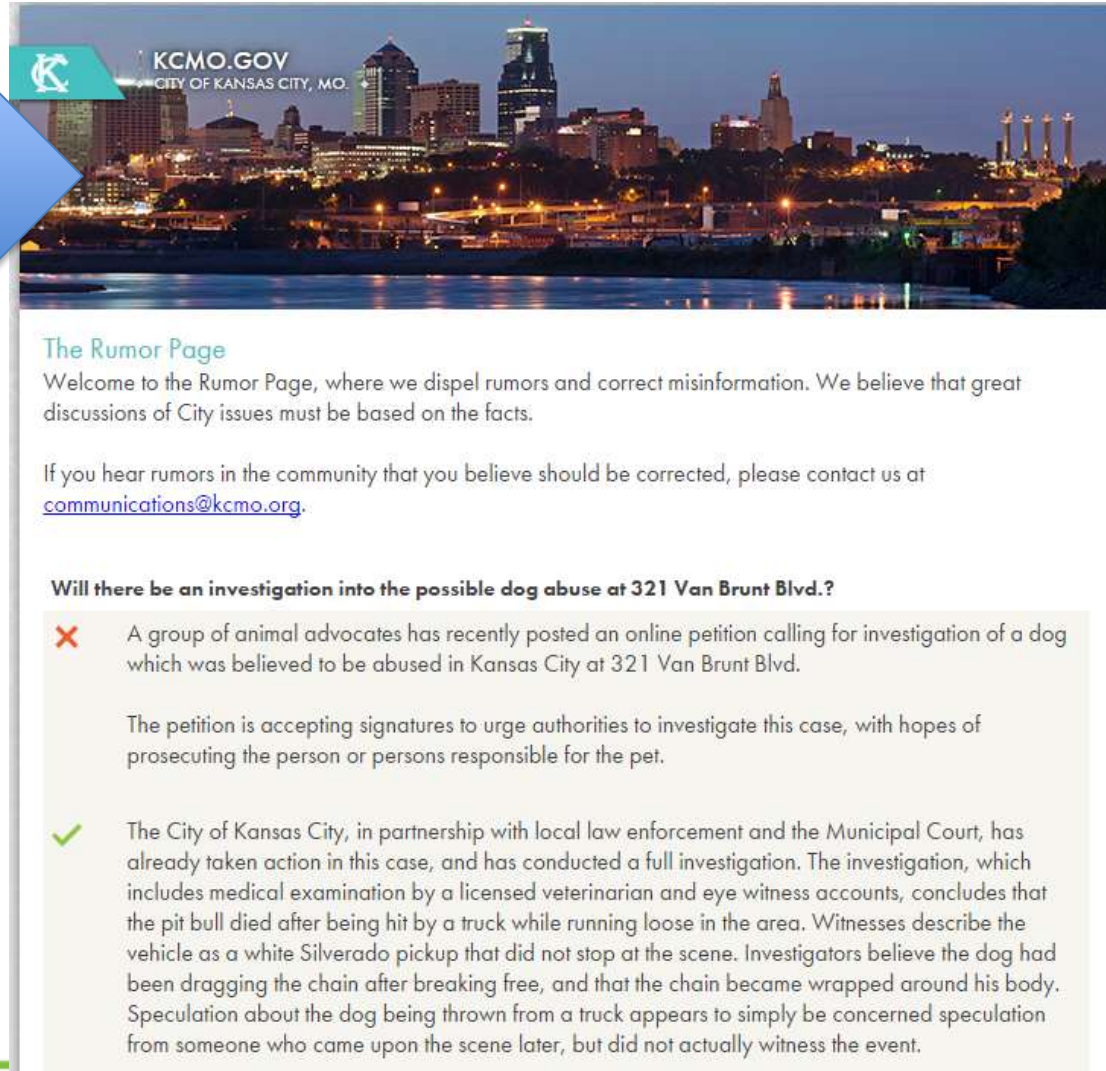
Blog Sites - Issues

- To engage or not engage?
- Opinion vs. facts
- Influence on Mainstream Media Outlets
- Takes time to check or correct facts, respond to rumors & inaccuracies
- Readers are distrustful of government sharing or correcting of information—even when the information is factual.

Blog Sites - Solutions

KCMO Rumor Page

- *Focus on the Facts*
- *Educate & guide mainstream media*
- *Know the landscape*
- *Anticipate postings*

A screenshot of the KCMO Rumor Page. The header features the KCMO logo and the text 'KCMO.GOV CITY OF KANSAS CITY, MO.' above a night cityscape of Kansas City. The main content area is titled 'The Rumor Page' and includes a welcome message, contact information, and a specific rumor investigation update.

The Rumor Page
Welcome to the Rumor Page, where we dispel rumors and correct misinformation. We believe that great discussions of City issues must be based on the facts.

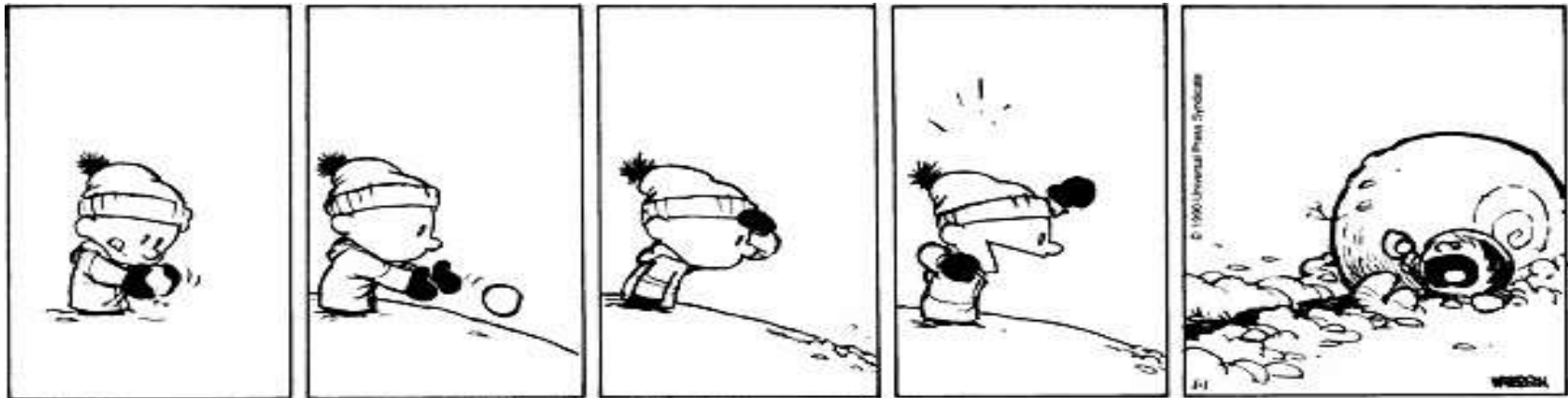
If you hear rumors in the community that you believe should be corrected, please contact us at communications@kcmo.org.

Will there be an investigation into the possible dog abuse at 321 Van Brunt Blvd.?

- ✗ A group of animal advocates has recently posted an online petition calling for investigation of a dog which was believed to be abused in Kansas City at 321 Van Brunt Blvd.

The petition is accepting signatures to urge authorities to investigate this case, with hopes of prosecuting the person or persons responsible for the pet.
- ✓ The City of Kansas City, in partnership with local law enforcement and the Municipal Court, has already taken action in this case, and has conducted a full investigation. The investigation, which includes medical examination by a licensed veterinarian and eye witness accounts, concludes that the pit bull died after being hit by a truck while running loose in the area. Witnesses describe the vehicle as a white Silverado pickup that did not stop at the scene. Investigators believe the dog had been dragging the chain after breaking free, and that the chain became wrapped around his body. Speculation about the dog being thrown from a truck appears to simply be concerned speculation from someone who came upon the scene later, but did not actually witness the event.

BEWARE: The Social Media Snowball



[#SocialSnowball](#)

Toronto: #DeadRaccoonTO



One Concerned Citizen:

[@311Toronto](#) There's a dead raccoon on the sidewalk outside 819 Yonge (at the SE corner of Church).



The City :

[@jasonwagar](#) Thank you for letting us know. This was reported a short while ago and Animal Services has been notified.



[@311Toronto](#) Excellent, thanks! Poor fella had a rough night.

#DeadRaccoonTO

Rest dear Raccoon.
Help is on the way
from the city.

Citizen Engagement:

"Rest dear raccoon. Help is on the way from the City."



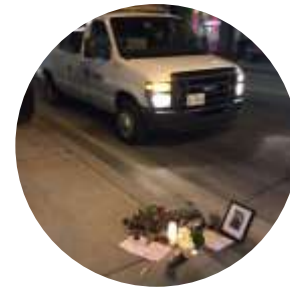
#DeadRaccoonTO



Drake's
Reaction



#DeadRaccoonTO
donations



The City
FINALLY arrives!

#SocialSnowball-Solutions

- Rapid Response online & IRL
- Educate about regular procedures
- Elected official vs. staff response

Questions/Comments?

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