

# e-hostility

## SOCIAL MEDIA MITIGATION

**Tom Lorenz**  
**Director of Communications**  
**City of Glendale, CA**



### *anatomy of an e-hostile troll*



DISCLAIMER: Any likeness or similarities to any individual(s) is purely coincidental.

Compliments of: City of Glendale, California #myglendale @myglendale



#Myglendale  
california



Glendale City Council, left to right, Vartan Gharpetian, Mayor Ara Najarian, Laura Friedman, Zareh Sinanyan and Paula Devine, stand with Glendale library director Cindy Cleary, far right, and book characters during the Glendale Central Library renovation groundbreaking ceremony at the library in Glendale on Thursday, July 16, 2015. City officials are looking into expanding the City Council to seven at-large members and moving municipal elections to November.

(Raul Roa / Staff Photographer / August 27, 2015)





## Today, social media is mainly consumed through mobile phones.

U.S. Adult Smartphone users



US 18-34 Year Old Smartphone Users



Social media needs to be viewable and shareable on mobile devices.

## e-hostility psychosis




- Accidental
- Intentional
- The “Troll”
- Elected Officials




It's not **IF** it is going to happen  
It's **WHEN** it is going to happen

More often than not, **GOVERNMENT** tends to react




2015 SEPT 27-30  
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**Our Mission** glendale delivers exceptional customer service through precision execution and innovative leadership.



**Vision** As a premier city anchored in spirit of civic ownership, Glendale's success is realized through a community that is safe, prosperous, and rich in cultural offerings. This vision is accomplished with emphasis on...

...through precision execution and innovative leadership.



**Excellence In Service**

## It Takes a Village to Raise a Child

- Create a village through social media platforms
- Make sure your webpage is strategically prepared for scenarios
- Create a virtual conversation
- Use Tribal Identifiers



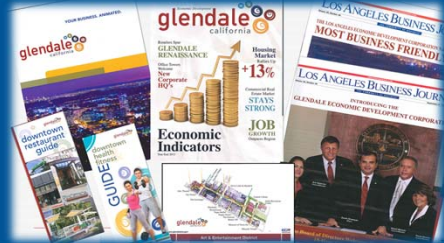
### Multi – Mode | Multimedia

Establish a vocabulary that is accessible to a broad audience

#### Tribal Identifiers

“My Glendale”  
 “18 Hour Day”  
 “Renaissance”  
 “Vibrant”  
 “Thriving”  
 “Diverse”  
 “Cosmopolitan”  
 “Exceptional Customer Service”  
 “Precision Execution”

- Champion it
- Power of Social Media
- Your Employees
- Integration
- Empowerment



## Rumor Page

### ELIMINATING MISPERCEPTIONS

✗ "Glendale is ticketing residents for browning lawns during a drought."

✓ False. The Sacramento Bee incorrectly named the City of Glendale as involved with a Code Enforcement case regarding a browning lawn. The newspaper has since updated the article with the correct name of the city in question. Glendale is not currently issuing citations to residents

✗ "Glendale's PERS obligation is 84% unfunded."

✓ Glendale's pension obligation is actually 84% funded thanks to the City Council's progressive stance on pension reform and the collaboration of our employees. The City's participation in CALPERS has long been embedded in the City Charter. Additionally, it is worth noting that

✗ The City violates its own Charter regarding transfers.

✓ There has been discussion on the longstanding Glendale electric transfer of operating revenues from GWP to the General Fund, since 1941. Simply, the city as do others, own and operate a utility to generate revenue. Our stockholders, unlike other utilities, are the businesses and

Kansas City, MO Rumor Page

Glendale, CA Rumor Page





### e-hostility

*Quick Reference Guide to dealing with negativity in social media.*

**UNDERSTANDING THE HOSTILITY**  
First seek to understand, then seek to be understood.

**GIVE IT TIME:** *Scan*  
Most posts rarely ever need an immediate response, give it time, think it through.

**CLEAR MIND:** *Evaluate*  
Most inappropriate communication comes from emotions. Have a clear mind and don't respond with the same emotional approach.

**SAY LESS:** *Mitigate*  
Say more with less. Short, concise responses will go a long way.

**BE STRONG:** *Monitor*  
Keep your shield up and don't let a troll get to you. Eventually everyone will see how ugly they truly are.

**STAY ABOVE IT**  
Every response does not need a reaction. Ultimately the troll will put his/her foot in their mouth.

**glendale**  
Compliments of City of Glendale, California  
#myglendale @myglendale





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## Never Say Never Never Say Always

- Give it time: Most posts rarely ever need an immediate response, give time to yourself to think it through and reply.
- Clear Mind: Most inappropriate communication comes from emotions. Have a clear mind and don't respond with the same emotional approach.
- Play Chess not Checkers: Be smarter. Evaluate your move and anticipate what the responses may be.



# Never Say Never Never Say Always

- Say less: Say more with less. Short, concise responses will go a long way.

## Short - Sharp - Smart

- Be Strong: Keep your shield up and don't let a troll get to you. Eventually everyone will see how ugly they truly are.
- Stay Above it: Every response does not need your response. Eventually the troll will put his/her foot in their mouth.



# My City News



Glendale, California  
Fri Sep 11, 2015

Glendale News & Current Affairs  
**MYGLENDALECITYNEWS** Connecting the Community

96°F  
Clear

Home Latest News Videos Events Glendale Arts Welcome to Glendale Subscribe

**VIDEOS OF THE WEEK**

Glendale's Look Ahead - August 31st  
0:00 / 1:45

Drought Tree Watering - City of Glendale  
0:00 / 1:10

**FEATURED**

Glendale's Look Ahead - August 24th, 2015  
August 21, 2015

Ronda Housley Vis Holly Hoim  
August 21, 2015

Glendale Youth Alliance Luncheon "The future belongs to those who believe in the beauty of their dream..."  
August 18, 2015

Glendale City Council, On the GO!  
August 18, 2015

Energy Saving Tips During Heat Wave  
August 14, 2015

City of Glendale, CA  
Attending our Work Boot meeting next Tuesday at the Scholl Canyon Landfill? Be sure to wear comfortable shoes!  
<http://url.com/8AA1VEg1cP>  
8 day ago

City of Glendale, CA  
RT @MyGlendalePW: Another #MyVocals: #harrowed! Safer routes  
Last updated: 20 hours ago  
Powered by SocialStream.io

CONTACT ABOUT CITY OF GLENDALE SENIOR PROGRAMS HELP TRANSPARENCY HISTORIC GLENDALE DEMOGRAPHICS MOVING TO GLENDALE

VIDEOS OF GLENDALE  
Click Here For More

PHOTOS OF GLENDALE  
Click Here For More

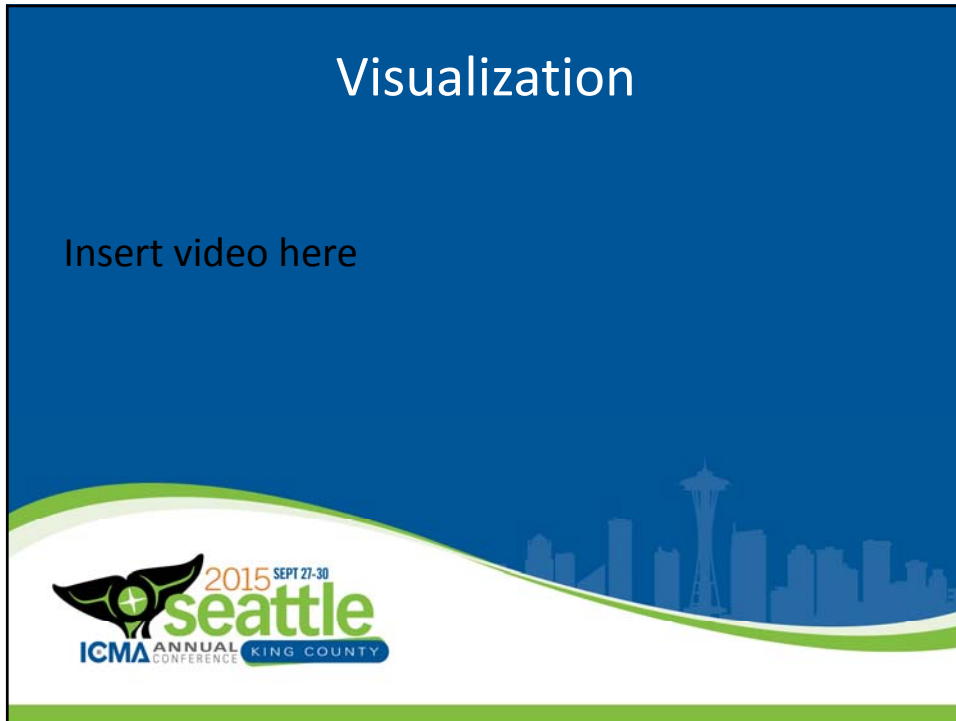
TRAFFIC  
Link Traffic Here

**LOOK AHEAD**  
Last updated: 28 minutes ago  
Powered by SocialStream.io

**So Lawn'g...**  
It's been nice mowing you!  
Last updated: 20 hours ago  
Powered by SocialStream.io

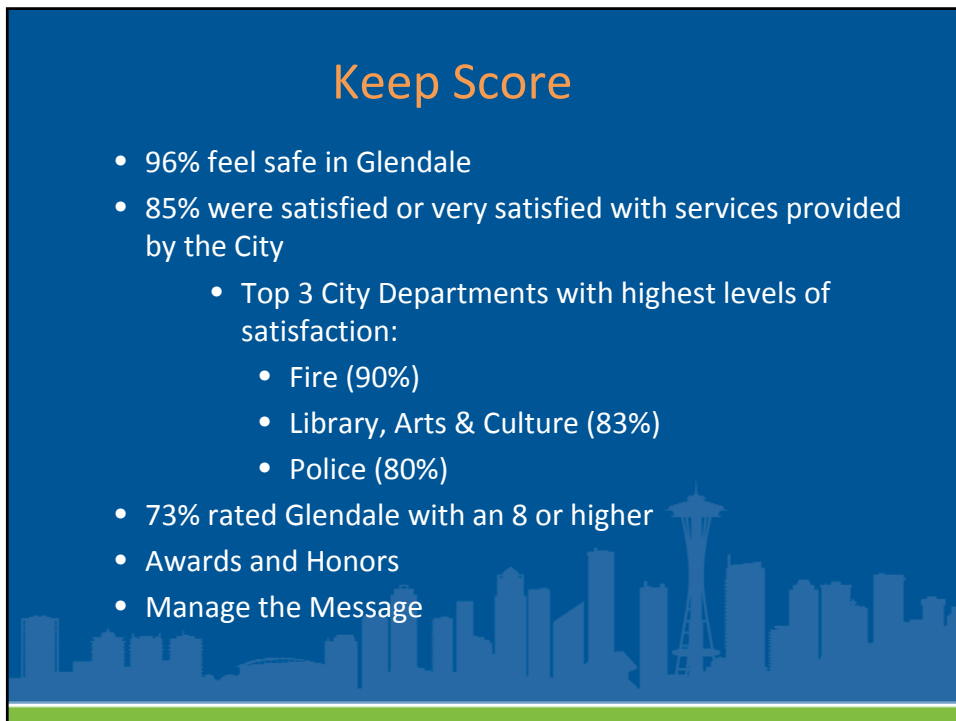
## Visualization

Insert video here



## Keep Score

- 96% feel safe in Glendale
- 85% were satisfied or very satisfied with services provided by the City
  - Top 3 City Departments with highest levels of satisfaction:
    - Fire (90%)
    - Library, Arts & Culture (83%)
    - Police (80%)
- 73% rated Glendale with an 8 or higher
- Awards and Honors
- Manage the Message



## Innovation Team

- Tap your resources
- Internal stakeholders
- Empower



## Same Ten People



# Citizens Against Virtually Everything



[TLorenz@GlendaleCA.gov](mailto:TLorenz@GlendaleCA.gov)

818-548-4844

#MyGlendale