

Digital Divide: Navigating Social Media



Agenda

1. Reputation & trust
2. Your message
3. The heat is on – conflict!
4. Social media the bad
5. Social media the good
6. Social media management

Reputation & Trust

JULIE ROGERS
 CONSULTING



HEY, MR. GOVERNMENT OFFICIAL, WHAT'S GOING ON UNDER THERE?

TRUST ME. YOU DON'T NEED TO KNOW.

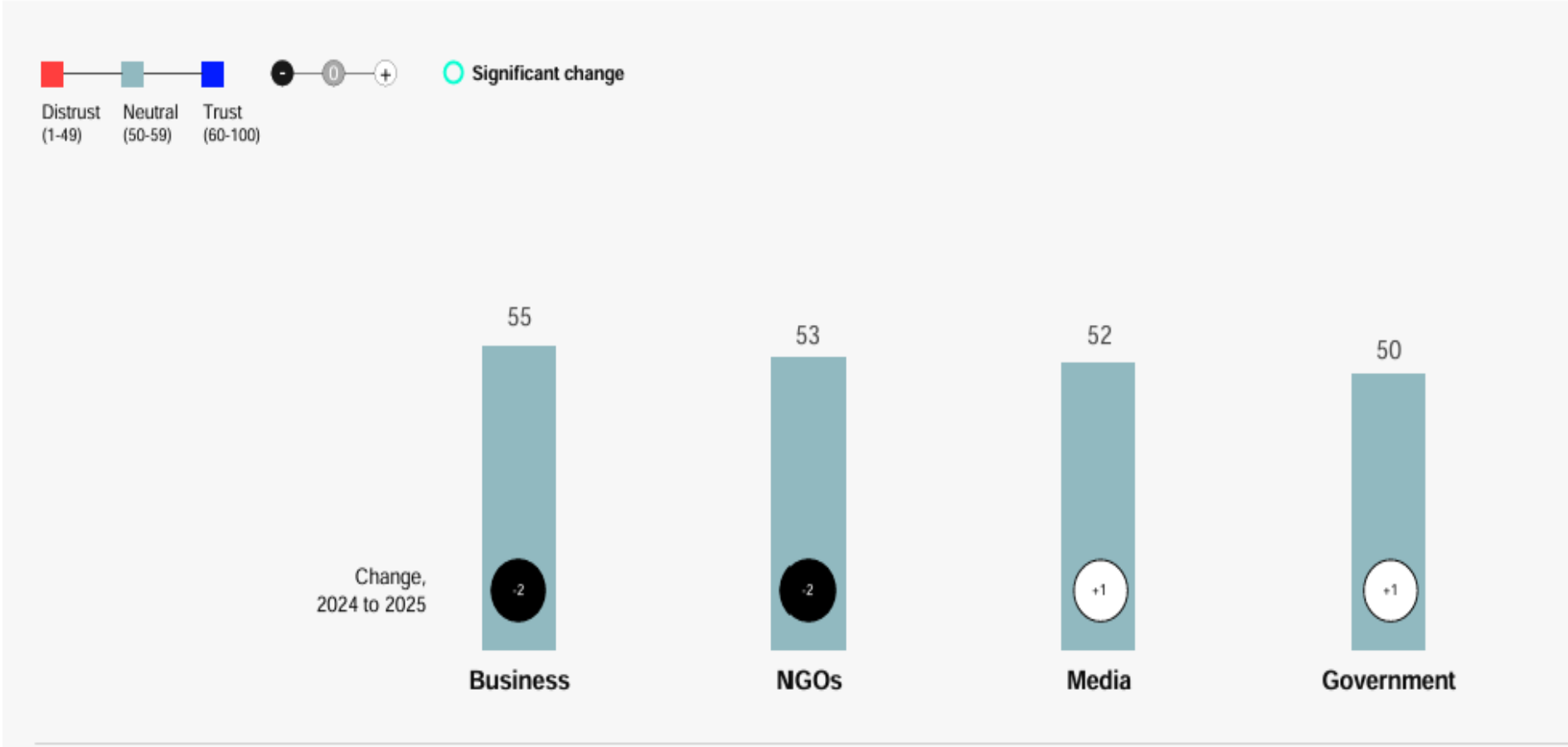
THE PUBLIC

CLOAK of SECRECY

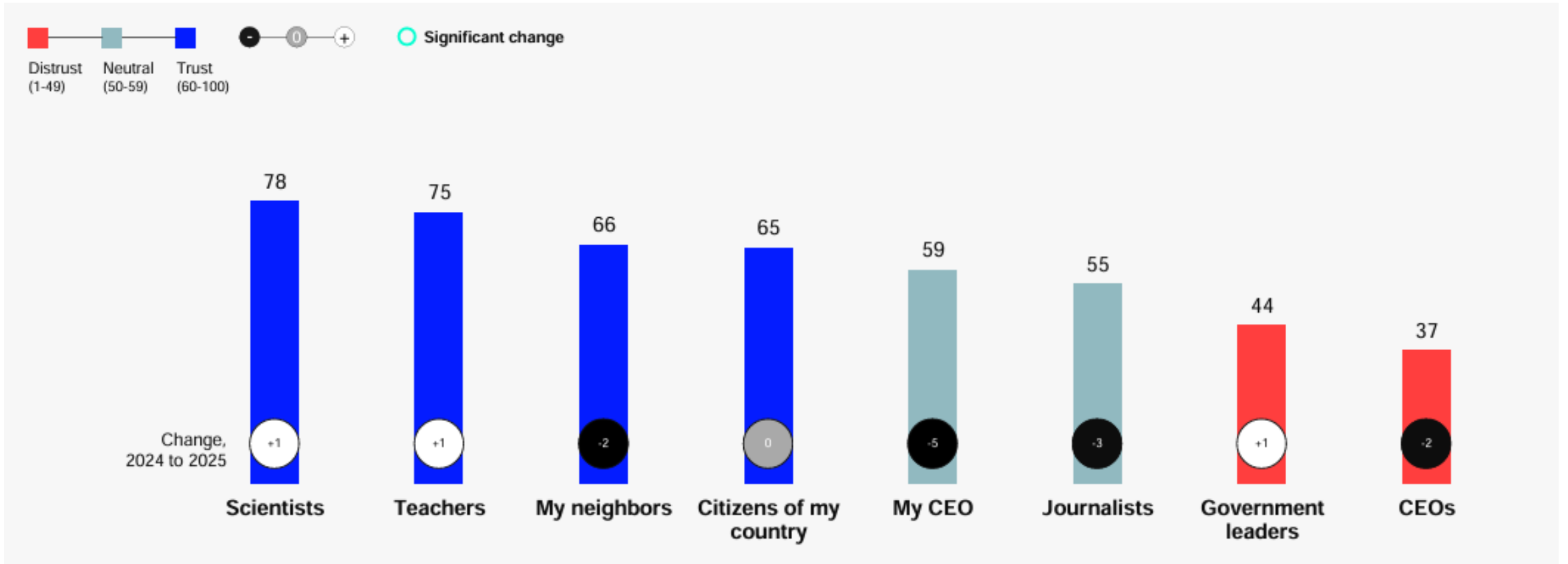
LAW AMENDMENT BILL LAW BILL

©2009 FLORIDA TODAY JEFF PACKER

Trust

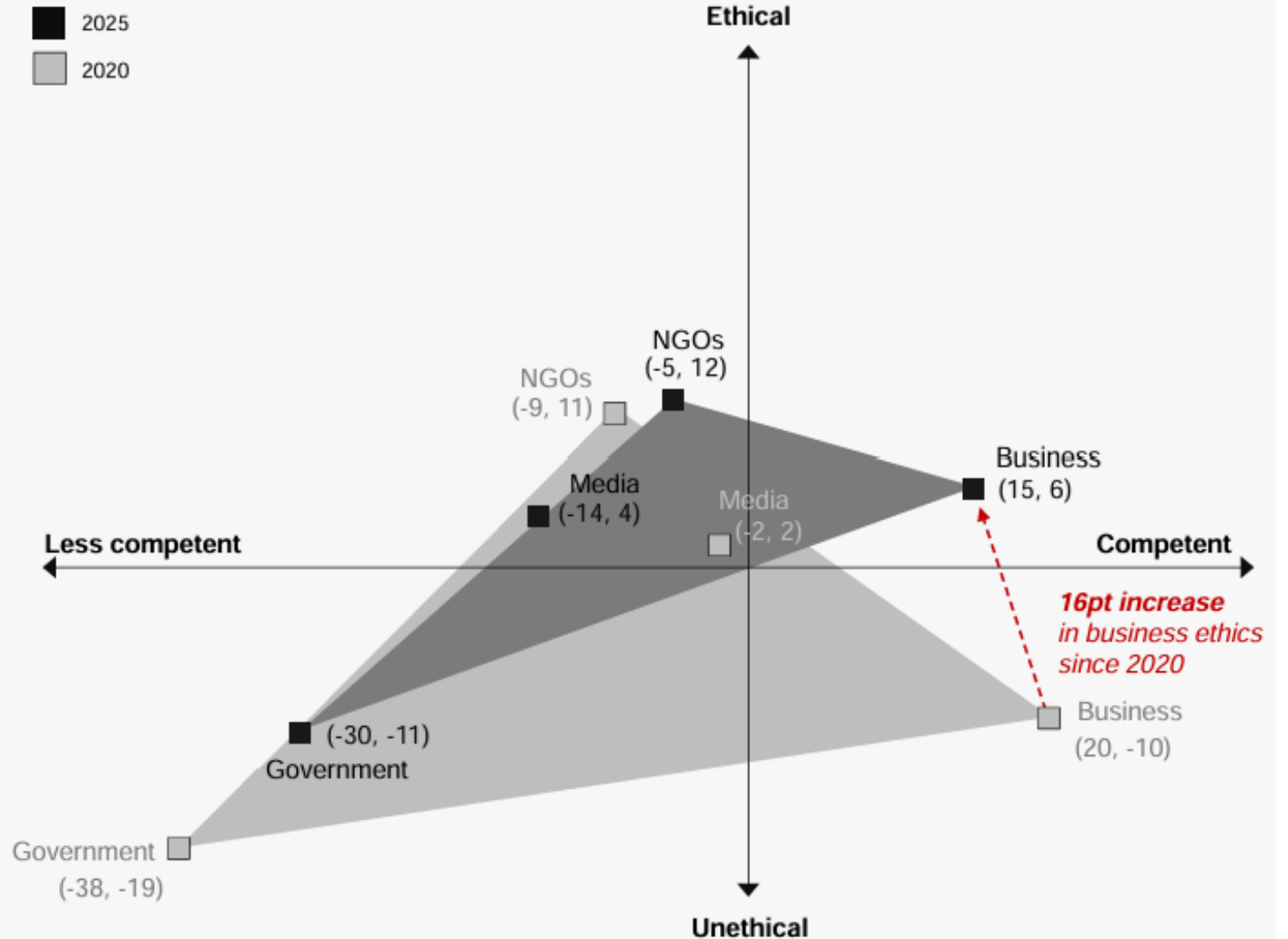



Trust



In Canada, Only Business Seen as Both Competent and Ethical

(Competence score, net ethical score)



 2025 Edelman Trust Barometer. The ethical scores are averages of nets based on [INS]_PER_DIM/1-4. Media and NGOs were only asked of half the sample. The competence score is a net based on TRU_3D_[INS]/1. Media and NGOs were only asked of half the sample. General population, Canada. For full details regarding how this data was calculated and plotted, please see the Technical Appendix. Respondents in Canada who took the survey in French were recontacted between December 12 and 17, 2024 to address a translation issue affecting this question. For more details, please see the Technical Appendix.

Trust

\$97,000 parking stalls raise concerns in Prince George

Ballooning budget for 315-stall downtown parking lot cost city taxpayers \$34.16 million, nearly three times the original estimate

Arthur Williams, Prince George Citizen, And Western Investor



A parkade has gone \$22M over budget and it's shaking up city hall in Prince George

One councillor is considering legal options against city staff and there are calls for the mayor to resign



[Andrew Kurjata](#) · CBC News · Posted: Jan 14, 2021 4:34 PM PST | Last Updated: Ja

Parkade report finds 'troubling' lack of disclosure at City of Prince George

Municipal law expert's report released to the public on Friday



[Arthur Williams](#)
Jun 4, 2021 4:51 PM



'Intentional deceit': Timeline revealed on George Street Parkade overspending

By **Catherine Garrett** Tuesday, Jan. 12th, 2021

Trust

Miranda Johnson

Exciting to be under budget compared to the millions over budget on other projects. Yay a small win. Glad this is easily accessible because most of the sidewalks in town are absolutely destroyed

Jesse Bork

Not that it matters. 😞

Snow removal budget last year was blown with in the first 2-3 snow falls.

Ben Gibbons

The question should be “should the city take another 22.5 million in illegal taxation from working people in hopes the project will come in on time and budget, ps it will probably balloon to 40 million by the time people get their kickbacks.”

Values

Target 40-Day Boycott Over DEI Stance Begins

Published Mar 06, 2025 at 4:43 AM EST

Updated Mar 06, 2025 at 1:44 PM EST

BI Business Insider

Target flip-flopped on diversity. Now its stock is down 57%.

1 day ago



Y! Yahoo

Shoppers are ditching Target after its DEI waffling and more are choosing Costco

1 hour ago

RETAIL - TARGET

Target backtracking its DEI efforts backfired. Store traffic dropped nearly 10% after the company's move to conclude its diversity-related goals and initiatives

BY RETAIL BREW AND ANDREW ADAM NEWMAN

February 21, 2025 at 10:39 PM PST



Target was one of the most outspoken supporters of DEI. It's changed its tune



By Nathaniel Meyersohn and Eva McKend, CNN

7 minute read · Published 5:00 AM EST, Mon February 3, 2025

Values

Published Thursday, March 6, 2025 12:00 pm

By Stacy M. Brown | National Newspaper Publishers Association

Target takes a hit: \$12.4 billion in value lost after boycott

Values and goals

Values are distinct from your goals.

Value is your guiding principle – something you believe in that guides HOW you move forward.

Goals are your targets – something you want to achieve.

***Value:** We believe in inclusivity.*

***Goal:** Translate all website content into the three most spoken languages in our district by December.*

Your messages

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What to post?

- Facts
- Share
- Informative – what's going on and why
- Helpful tips

Single source of fact

Your school district website is the single source of fact.

Truth is subjective.

You can help

Share to
amplify the
messages



Lilia Hansen - Fort St John Mayor

March 11 at 5:32 PM · 🌐

Exciting news! The City of Fort St. John is honoured to collaborate with Treaty 8 Tribal Association on this meaningful project. This joint initiative will commemorate the 125th anniversary of the signing of Treaty 8.

This project has been made possible thanks to funding through the Commemorate Canada Grant from Heritage Canada.

When completed, screening events will be planned, and film will be made available digitally for wider access across Canada.




City of Fort St. John

March 11 at 3:18 PM · 🌐


The City of Fort St. John and the [Treaty 8 Tribal Association](#) are proud to announce their collaboration on a significant new project, a documentary titled "The ... [See more](#)

It is ok to be yourself.
Remember your values.

 Zoë Royer is with Richard Stewart and 25 others in Coquitlam.
April 6 at 7:45 AM · 🌐

The TriCities Chamber of Commerce hosted another fabulous annual Business Excellence Awards Gala last night honouring the phenomenal businesses in our community! Thank you [Leslie Courchesne](#) for delivering a profound speech that touched the hearts and minds of all! Great to see everyone! 🏆 🥂 🍷



 Zoë Royer is in Port Moody.
April 9 at 3:52 PM · 🌐

Politics is the force that shapes the course of a nation. And with it, the future of every person who calls it home. It affects our daily lives, our opportunities, and the legacy we leave behind. Guided by Indigenous wisdom to think seven generations ahead, we're called to act with courage and foresight. That's what makes this moment *and this election* among the most consequential of our lifetime.



Be
relevant

Share
your
activities



Taylor Bachrach

January 26 at 12:46pm · 🌐

Lots of regional travel the past couple weeks. Today I'm in Terrace for meetings of the Northern Development Initiative Trust and Northwest Regional Hospital District. Icy roads — take it easy out there if you're driving.



Lilia Hansen - Fort St John Mayor

October 16, 2024 · 🌐

The City of Fort St. John has proclaimed November Be an Angel month in support of the Fort St. John Hospital Foundation's annual Be an Angel fundraising campaign.

Read Energetic City's full article by copy/pasting the following link into your browser and replacing "dot" with a ".": [https://energeticcity "dot" ca/2024/10/16/fort-st-john-council-supports-hospital-foundations-be-an-angel-campaign/](https://energeticcity.ca/2024/10/16/fort-st-john-council-supports-hospital-foundations-be-an-angel-campaign/)

Photo Credit: Energetic City

Photo: [Fort St. John Hospital Foundation](#) Executive Director Kelly Amboe, City of Fort St. John Councillors - [Jim Lequiere](#), Trevor Bolin, Gord Klassen, [Sarah MacDougall](#), [Byron Stewart](#), Tony Zabinsky, and [Lilia Hansen - Fort St John Mayor](#)





Proactive

Reactive

Who are you talking to?

Who is your audience?

What do you know about them?

What do they want to know?

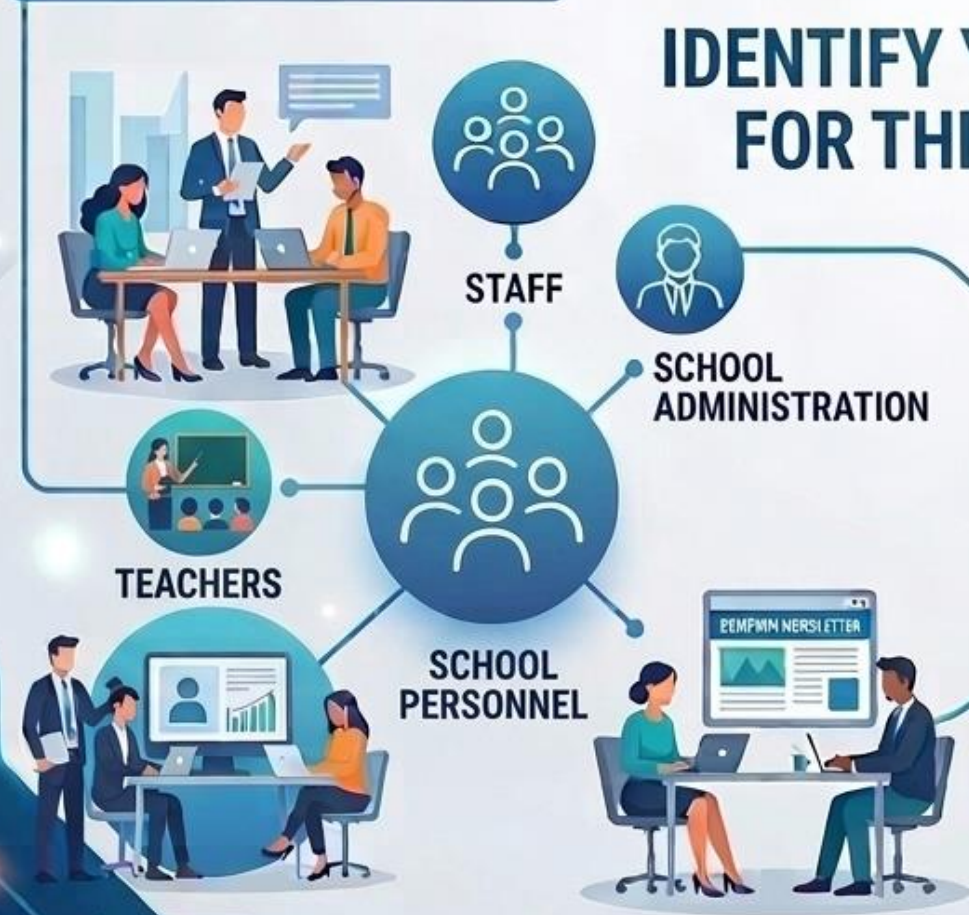
What worries them?

Will they misunderstand?

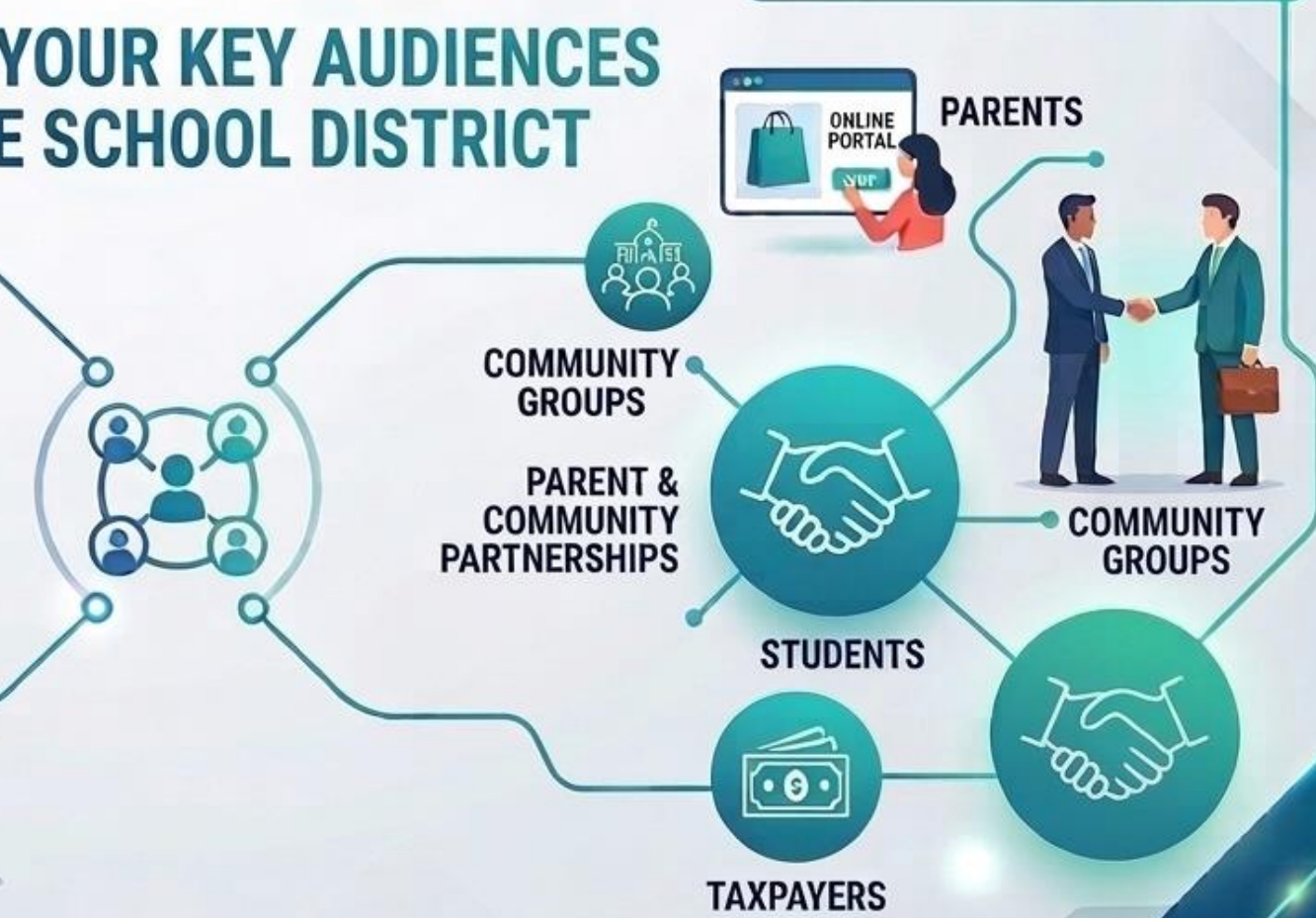
WHO DO YOU NEED TO REACH?

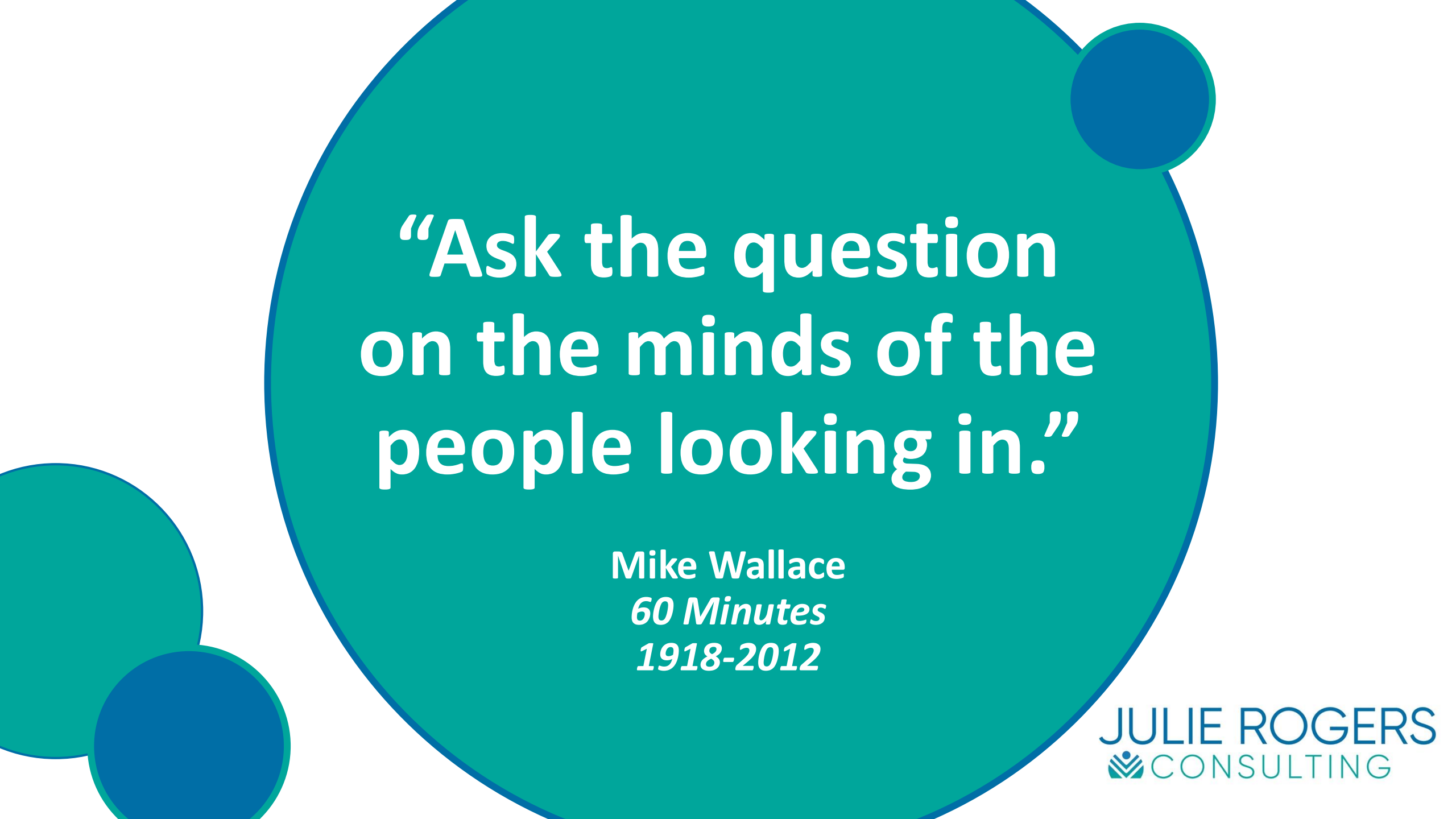
IDENTIFY YOUR KEY AUDIENCES FOR THE SCHOOL DISTRICT

INTERNAL AUDIENCES



EXTERNAL AUDIENCES



The background features a large teal circle with a dark blue outline. To its left, there are two smaller teal circles and one dark blue circle. To its top right, there is a dark blue circle. The quote is centered within the large teal circle.

**“Ask the question
on the minds of the
people looking in.”**

**Mike Wallace
60 Minutes
1918-2012**

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Prepare your messages

NOW WHAT?

- What are you doing?
- Why are you doing it?
- Who are you doing it to?
- Why now?
- Why better or necessary?

What questions will you
be asked?

ANTICIPATE



CAN YOU CLOSE THE GAP?



Why? Why better or necessary?

- Explain the need, benefits, rationale
- Recognize other perspectives



District of Sechelt

Published by Julie Rogers [?] · March 19 at 3:03 PM · 🌐

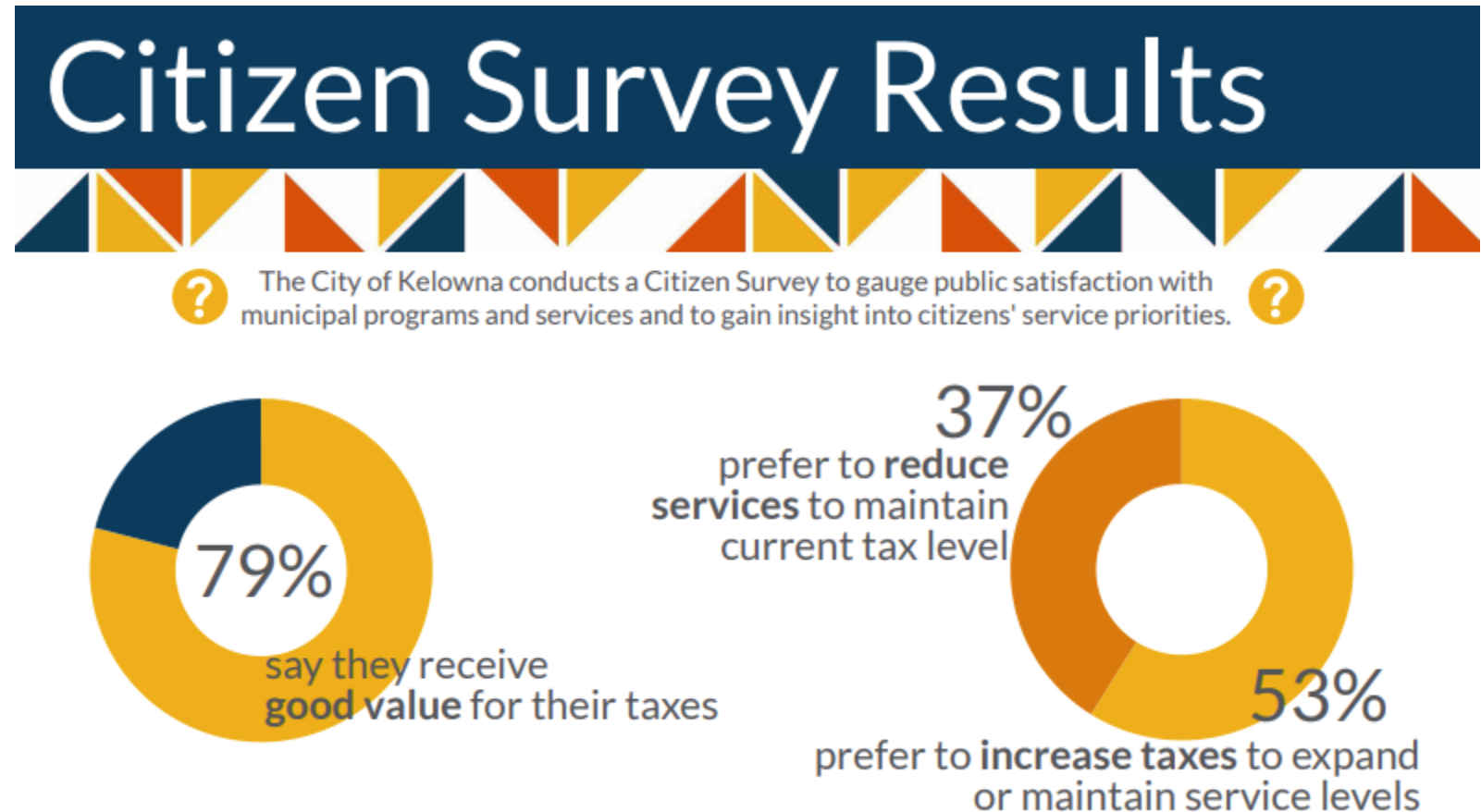
CROSSWALK QUESTIONS?

- Our beautiful new crosswalk cost \$12,880.
- It is made from heated tiles that are fused to the road which is more durable than paint.
- The cost of an average crosswalk with two white lines is \$2,000 - for paint.
- The average crosswalk is repainted every year (though we are going to try to do more with these heat tiles in the future)
- The rainbow crosswalk will last at least 15 years.
- Yes, we do have an annual line painting program that we run every year. If you have specific concerns about a specific crosswalk please let us know and we can add it to this year's project list. You could download our app to use to report these things rather than complaining on community social media pages.
- We think this is a significant improvement to the look of our downtown. The other coloured crosswalk at Inlet and the annual flower pots are another part of downtown beautification that we love.
- The rainbow has been a positive symbol of hope for centuries. In modern times it has also become a symbol reflecting diversity.



Why? Why better or necessary?

- Support with facts, stats
- Use public opinion



EMPATHY IS YOUR SUPERPOWER

- ✓ Use the 'two-sided' message
- ✓ Recognize different perspectives
- ✓ Resist the need to be right

The heat is on - conflict

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What makes conversations difficult?

Strong
emotions



Opposing opinions

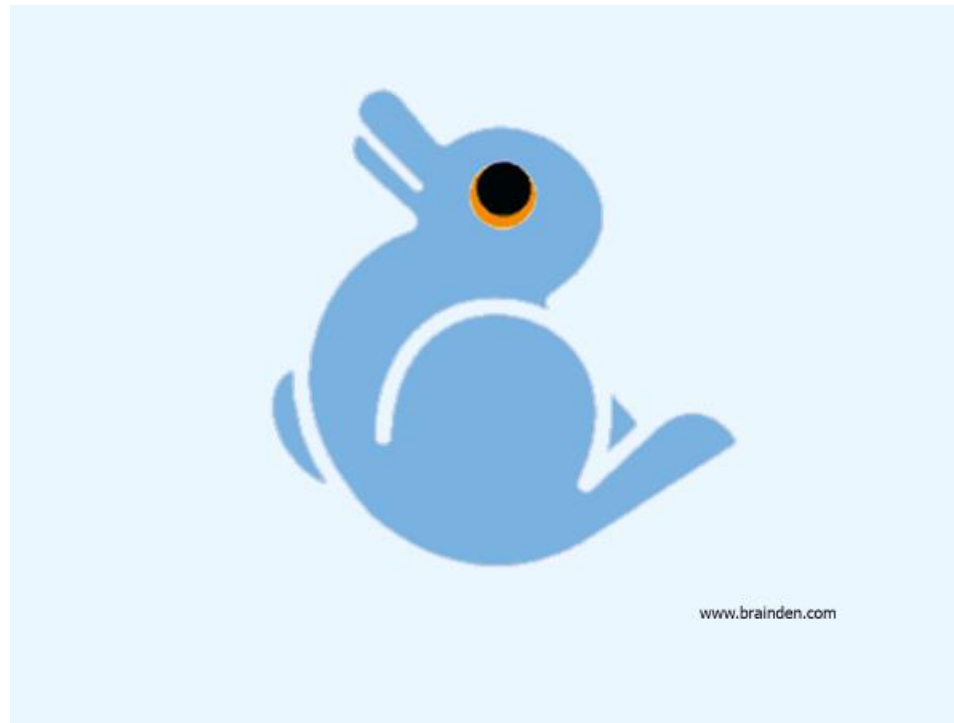
High stakes

Conflict

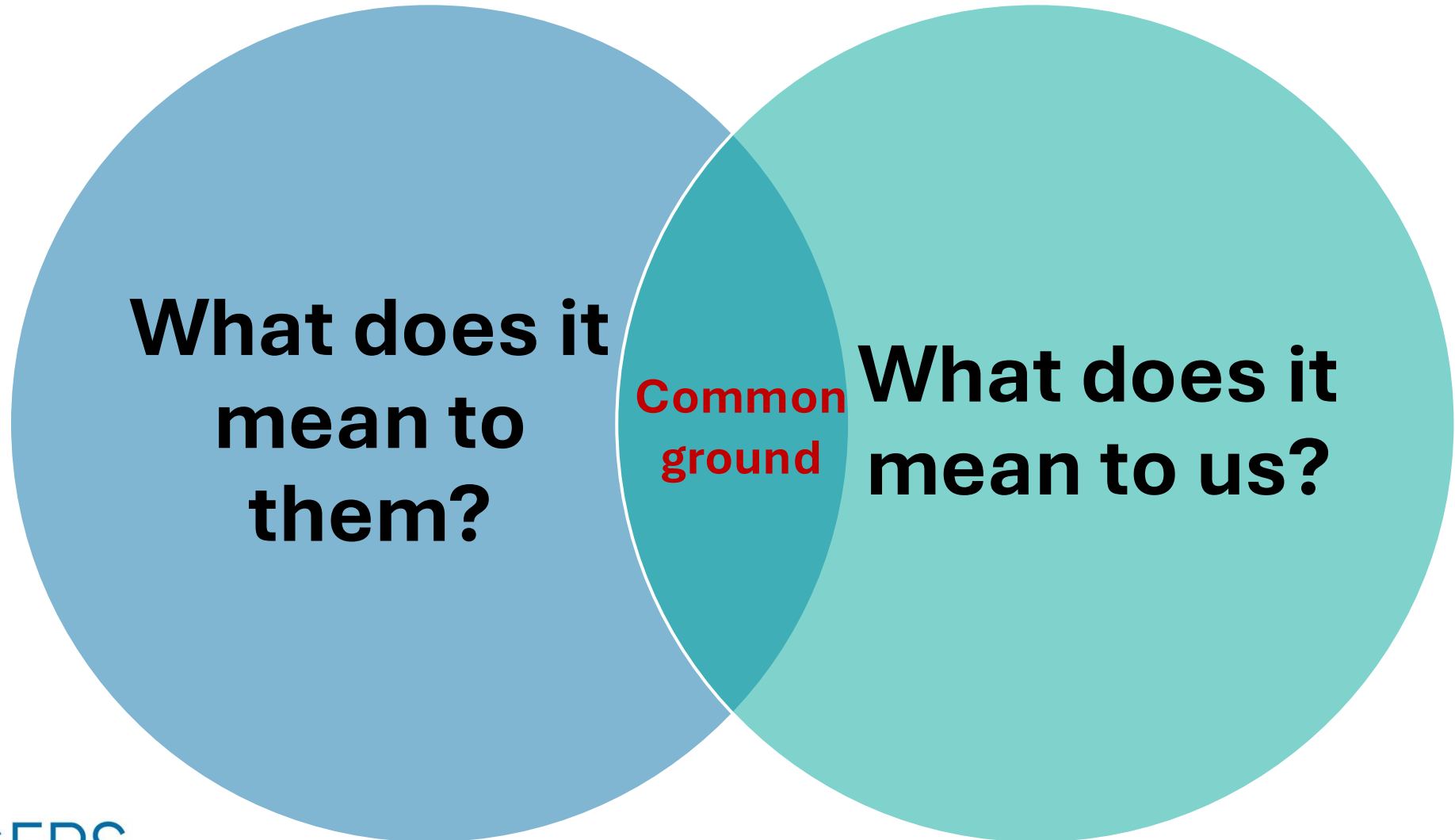
Differences:

- Values
- Interests
- Levels of power
- Experiences
- Backgrounds
- Opportunities
- Identities
- Abilities
- Culture

Perspective matters



Assess



Identify

Question

Misinformation

Complaint

Rant



Analysis

Question

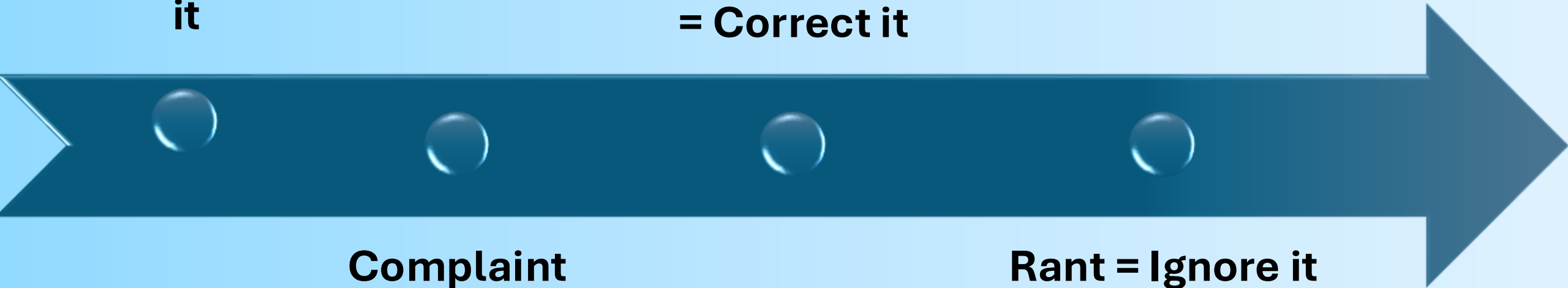
=

**Answer
it**

**Misinformation
= Correct it**

**Complaint
= Fix it**

Rant = Ignore it



Active listening

**Listen to understand –
not to reply**

Pros:

- **Increases personal wellbeing**
- **Improve social connectedness**
- **Greater life satisfaction**
- **Improve sense of belonging**

Active listening

Listen to understand

Most common mistakes:

- **Thinking about what to say next**
- **Judging what the other person is saying**
- **Listening with a specific goal/outcome in mind**

Give

Acknowledgement

Validation

Respect

A win

“This must be very frustrating. I am going to do my best to help you but I need a bit more information and then I will...”

Prepare responses

- Bridging
- Two-sided message
- Correct the incorrect
- Flagging
- Holding statements



Bridging

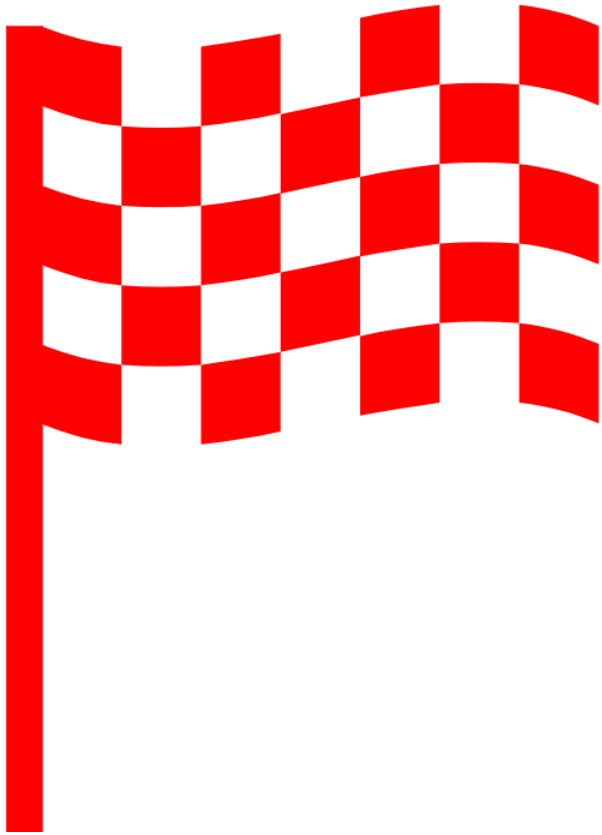
- “I understand the concern. The key point here is...”
- “While I don’t have that information, what I can tell you is...”
- “While I don’t know the answer to that particular question, I can put you in touch with...”

Two-sided message

- 1 - Acknowledge their perspective (or the common ground)**
- 2 - Then get to your message**

“I understand that some parents are concerned about the change to school boundaries. It can be disruptive for families. At the same time, these adjustments help balance enrollment so students have access to appropriate class sizes and programs.”

Flagging



- “What’s important to point out is...”
- “We are working to focus on...”
- “What we heard from parents in the survey was ...”

Holding statements

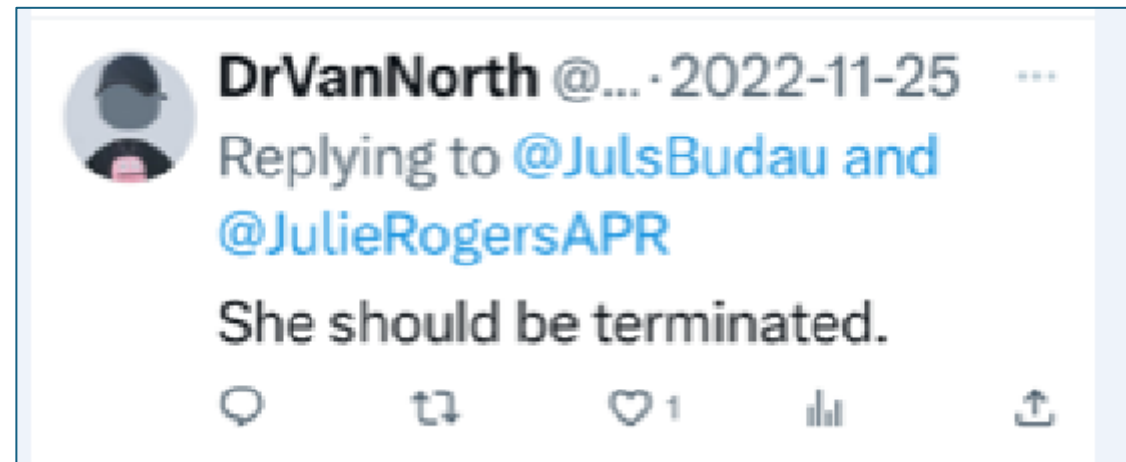
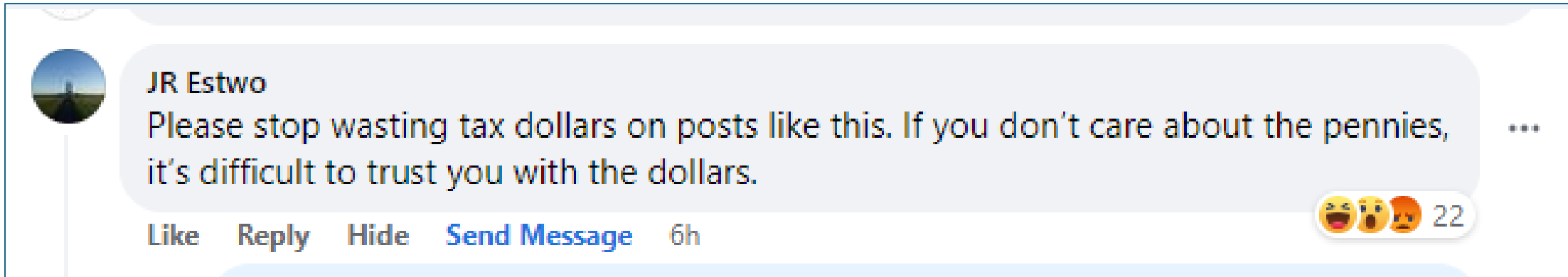
“We recognize the importance of this issue to our citizens, and we will provide more information as it becomes available.”

“Our thoughts and prayers are with the families at this time, and we will do our utmost to provide timely information as it becomes available.”

Social media: the bad

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Social media can be mean



And it is full of BS



**MAYOR
TO
SPEND
MILLIONS!!!**

**Mayor of Sechelt set to
spend OVER \$13 MILLION
in 2019!**

**Taxes WILL INCREASE!
District Budget Report shows
more than \$300,000 INCREASE
to line staff pockets!**

Sp Adobe Spark

The only sustainable festival in Port Moody had their funding and city support pulled last night by the corrupt 'mayor' Mike Clay. The fish fest brought nature lovers together to celebrate the oceans and all its wonders. 100% powered by electric peddle bikes, amazing sustainable food and entertainment. I supported Jay Peachy with his beautiful festival and will continue to do so. Mike Clay is a PCT, Suncore and imperial oils puppet! He'll support alcoholics and rib eaters but not healthy community events. Can't wait for this entitled settler to be voted out!



And it is full of BS



Kelly-Patrick Moore Donalee Koldingnes It doesn't compare to breaking the rules like Diana Dolworth and Mike Clay did when approving and supporting sending toxic soil and poisoning the Shawnigan lake residence and then standing on the side of the corrupt business owners. Physically sickening toxic behaviour from those "leaders"

Like · Reply · 1h

Agnotology

Within the sociology of knowledge, agnotology is the study of deliberate, culturally induced ignorance or doubt, typically to sell a product, influence opinion, or win favour, particularly through the publication of inaccurate or misleading scientific data (disinformation)

Agnotology

- A 2018 study in *Science* analyzing about 126,000 rumor cascades on Twitter from 2006 to 2017 found that false news spread “significantly farther, faster, deeper, and more broadly” than true news.
- Misinformation reached 1,500 people about six times faster than the truth
- False stories were 70% more likely to be retweeted than true ones.

And harassment

After analyzing Twitter posts sent to male and female lawmakers, women were found to be three times more likely than men to receive sexist comments.

Nearly 45 percent of all women parliamentarians had received threats of death, rape, beatings or abduction during their term, according to a 2016 study by the Inter-Parliamentary Union (IPU), the international organization of parliaments.

And it can ruin your career

The New York Times Magazine | <http://nyti.ms/1zaehJD>

Magazine

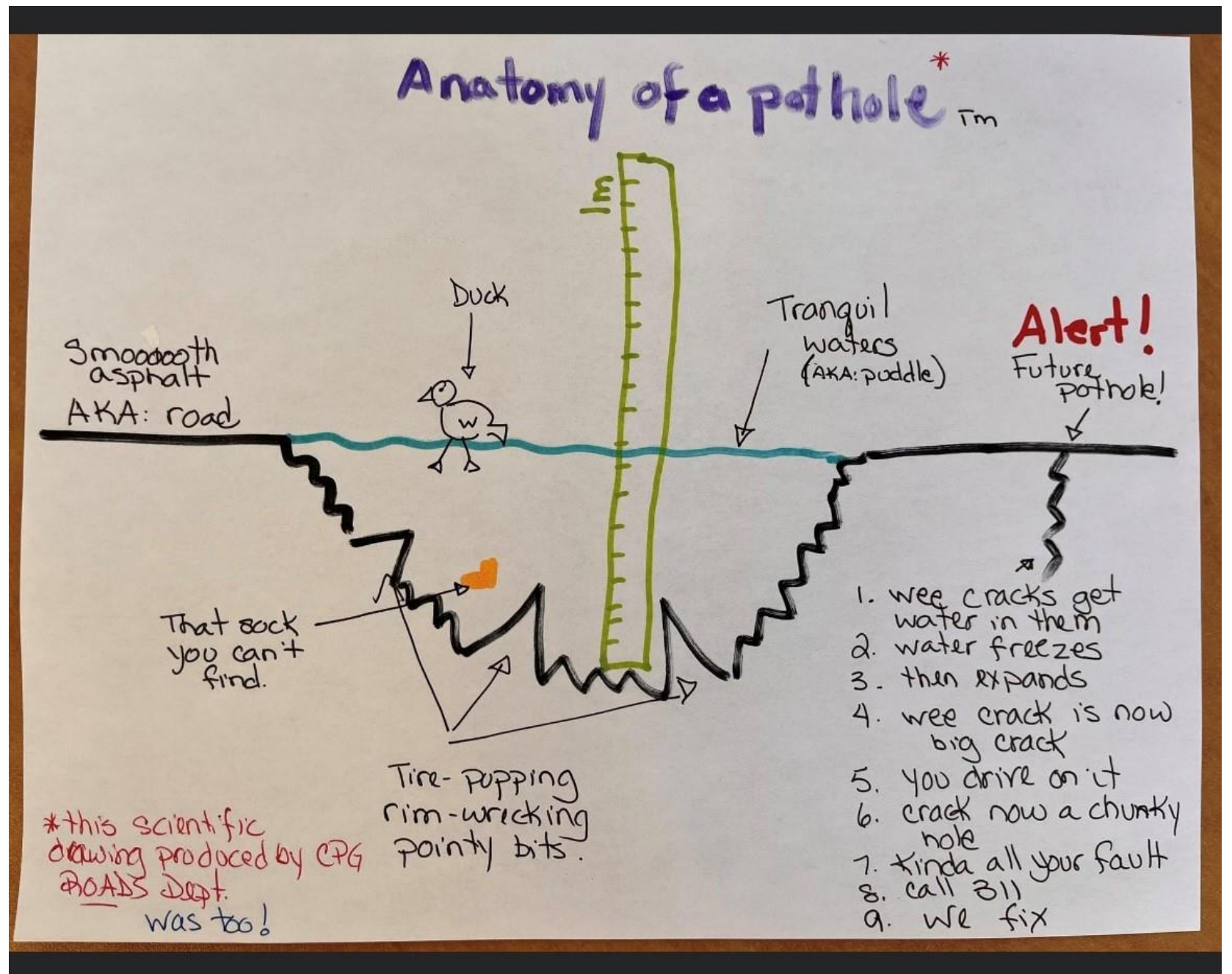
How One Stupid Tweet Blew Up Justine Sacco's Life



Social media: the good

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It is also
useful



This is where our audience is



What makes it successful?

1. Transparency & authenticity
2. Professionalism & ethics
3. Accuracy (data) & accountability
4. Engagement & responsiveness
5. Inclusivity and Accessibility
- 6. Curiosity**

6. Curiosity

- Ask questions.
- Not every question or comment is an accusation.
- Treat every question and comment as though it is innocent.
- Be kind.

Let the community help

Julia Crouch
R u planning to put all ur machines to wrk?? Should be on it!!
Like Reply Hide [Send Message](#) 1d   4

 Author
City of Prince George
Julia Crouch We have all equipment and contracted services out since the snow began to fall
Like Reply 1d  3

 Robin Brawn
City of Prince George I saw so many machines out clearing on my way to work. That was a crazy amount of snow in a short time!
[Like](#) [Reply](#) [Hide](#) [Send Message](#) 3h 

 Julia Crouch
City of Prince George getter done! Let's go!
Like Reply Hide [Send Message](#) 23h

Social media management

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Security and Privacy

- **Protect Your Account:** Use strong, unique passwords and enable multi-factor authentication to safeguard your accounts.
- **Adhere to Data Privacy Standards:** Respect the privacy of constituents by following applicable data protection guidelines and avoiding the sharing of sensitive information.



WARNING

DO NOT FEED
THE TROLLS

Have a game plan

Identify who you are



Graham Moore Julie Rogers a quick question regarding one point that Leslie raised;
It says On The Record that there is nothing in reserves. At this evenings council meeting, the financial auditor stated the reserves are at 0.7% of our assets.
Can you please confirm? Hopefully it is just my misunderstanding.
Many thanks for the great job you do in communications.

Like · Reply · 3w



Julie Rogers Here is the short answer. I am not sure if it is just that I am getting used to the finance people or if this really is as clear as I think it is but it makes a lot of sense to me.

When discussing municipal finances we must be mindful of absolute vs. ... [See More](#)

Like · Reply · 2w



Graham Moore Thanks for your detailed response.

Like · Reply · 2w



Page set up

Personal – so you can unfriend

Business page – so anyone can follow you but you can still block

Page set up

Ground rules

We value the opportunity for dialogue that Facebook provides and while this is an open forum, it is also a family friendly one and we ask that you follow our posting guidelines.

Block

Criticism is ok. Slander, misinformation, personal attacks, racism, discrimination: not ok.

Warn once publicly.

Screen shot. Save. Block.

Tone



City of Fort St John

@fortstjohn



Snow: it's not our fault. It just falls from the sky and we keep plowing and plowing but it keeps falling. So please drive safe. #yxj

Tone

Whoever is in charge of the this account is funny and informative. Thanks for laughs and humor in a seemingly endless negative narrative social media world we find ourselves in. Ps if you are reading this it's because I have deleted or unfollowed all the negative problem spotters out there online. FB has to send me something and now keeps sending me your updates. Well done City PG for making the FB algorithms of my now "selective page." 😊

Love Reply Hide 1w Edited



Tone

PG has the best communications team in BC! I love this!!



Care Reply Hide 2w

The person who is writing these needs a raise 🤔



Like Reply Hide 2w

I don't know who is running the socials here, but I think you need a raise. Keep being awesome. These are great.



Like Reply Hide 2w

Most Relevant is selected, so some replies may have been filtered out.



Author

City of Prince George

As council is now considering the 2022 budget and a possible tax increase, we will let them know a salary increase or two is supported by the citizens! Lol



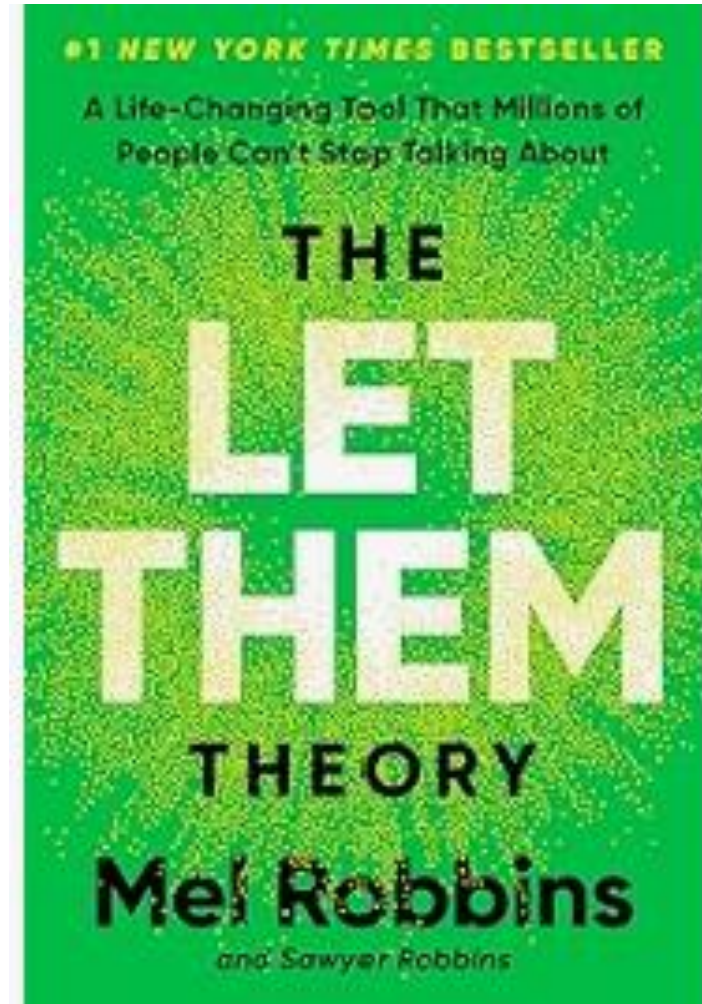
Like Reply 2w

Take away

1. Know your audience
2. Be the neighbour
3. Be curious
4. Be helpful/factual
5. Support district messaging
6. Ignore the rants

Let them

When you "Let Them" do whatever it is that they want to do, it creates more control and emotional peace for you and a better relationship with the people in your life.





Juliekrogers

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