

# **Elected Officials Must Themselves be Resilient: Social Media Survival Strategies UBCM 2019**

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# Welcome

What's your Social Media Survival Strategy



- Why this matters
- Legal issues
  - What can be done – or not
- Survival tips

The background consists of several concentric, overlapping ovals in various shades of blue, creating a sense of depth and movement. The ovals are centered around the text.

**Why?**

# Column: Attack the issues – not the individuals

Internet can be dark place for respectful conversation

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Greg Knill / Tri-City News

JUNE 30, 2017 09:22 AM



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Politicians and public figures are accustomed to criticism. They may not like it, but complaints come with the job.

Over the past few years, however, we've seen a disturbing trend. The anger has intensified and the vitriol grown toxic.



## Rising harassment of civic leaders linked to social media

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Jennifer Saltman / Vancouver Sun

SEPTEMBER 27, 2017 06:44 AM

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Scott Cunningham, Journalist, CTV Vancouver Island  
@CTVNewsScott

Published Monday, September 9, 2019 4:11PM PDT

Last Updated Monday, September 9, 2019 6:54PM PDT

Viral vitriol is pushing Victoria's top politician to the brink.

Mayor Lisa Helps says after a wave of fake news caught fire on Twitter she has endured an onslaught of angry posts and emails from across Canada.



**Lisa Helps - Victoria Mayor**

@lisahelps



This post is a total and absolute lie. Do I have to get off of [#Twitter](#) too?! It's generating hateful emails from across the country to which I feel a need to respond. The actual facts are that we are supporting [@myDVBA](#) in EXPANDING the holiday light up this year. Sheesh!



The mayor of Victoria just decided to take down all the Christmas lights this year not to offend the Muslims and all of Somalians there. I said before she's the stupidest woman in Canada taking down Sir John McDonald statue.



668

814

1,207



494 9:43 AM - Sep 9, 2019



290 people are talking about this





British Columbia · Analysis

## 'Slap dat ho': Sexist attacks on Maple Ridge mayor not part of healthy debate



'Something is obviously seething under the surface,' Nicole Read says about hatred aimed at her

[Yvette Brend](#) · CBC News · Posted: Jun 06, 2017 6:00 AM PT | Last Updated: June 6, 2017



Maple Ridge Mayor Nicole Read says the level of vitriol shocked her, from people defacing her picture to ordering her back to her 'throne.' (Nicole Read/Facebook)

This spring, Mayor Nicole Read of Maple Ridge, B.C., went into semi-hiding out of fear.

Rattled by the personalized vitriol against her, she blamed a series of online attacks — calling her a "ho" — for temporarily driving her out of public life.

Spacious open floor plans that are functional and exquisitely detailed.

Airy 9 foot ceilings with large windows filter natural light through your home.

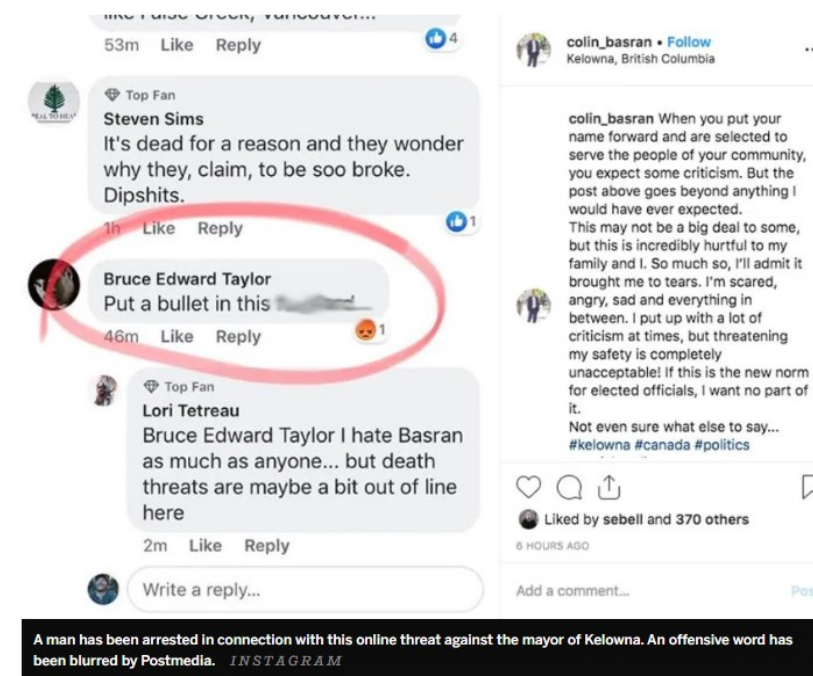
Open concept kitchens with island or breakfast bar.

Luxurious master ensuite featuring his and her sinks (most plans). Deluxe frameless glass enclosed showers and over-sized shower head.

## Kelowna man arrested after online threat made against mayor

The comment, which was posted on Facebook, stated someone should "put a bullet in" the mayor.

SCOTT BROWN Updated: May 15, 2019



# Legal Issues

# Defamation

- **What is defamation?**

- Defamation is made out when it can be proven that:
  - Words, either spoken or written, tend to lower a person's reputation in the eyes of a reasonable person.
  - The defamatory words were published to at least one person other than the person alleging that he/she was defamed.

- **Defences to a Defamation Claim**
  - **Truth**
  - **Fair Comment**
  - **Qualified Privilege**

- **Options Where You Have Been Defamed**

- Do nothing.
- Demand an apology and retraction.
- Commence legal proceedings.



- **Consider the Implications**

# Alberta parent receives cease-and-desist letter after raising concerns about combined classroom



By Carolyn Kury de Castillo

Reporter Global News

Comments

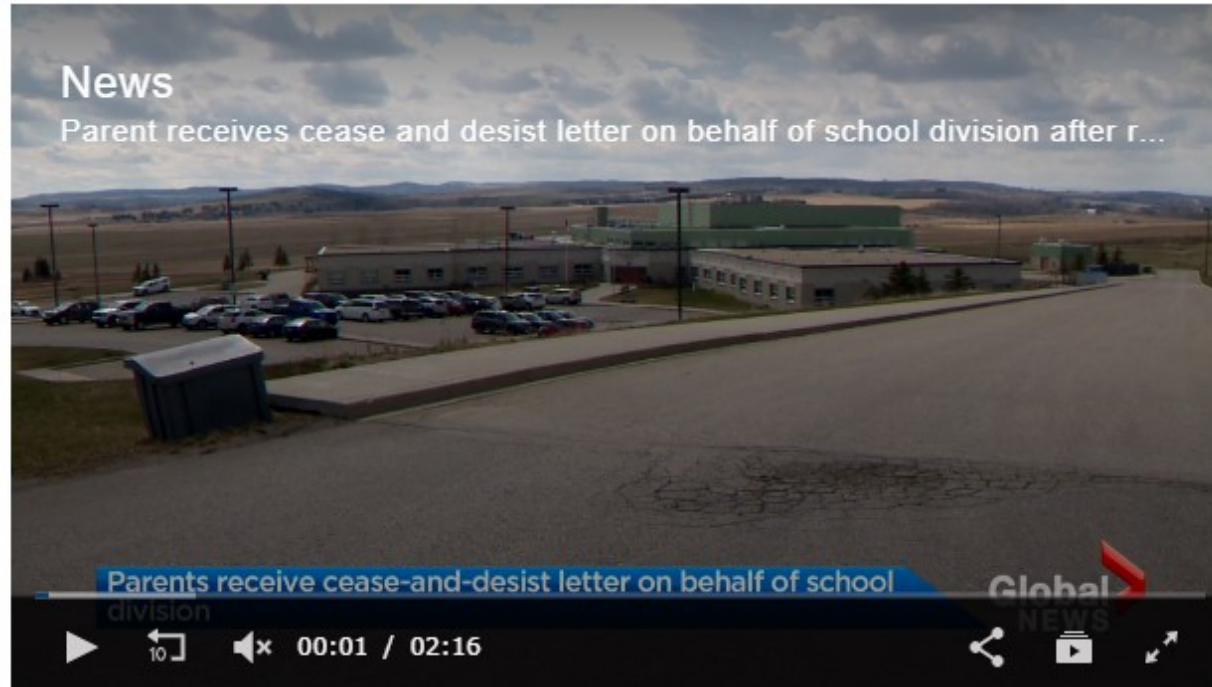
Facebook

Twitter

Email

Print

...



**WATCH ABOVE:** A Calgary-area mom has been served a cease and desist order by a law firm on behalf of the Foothills School Division. The letter was sent to her and other parents after she spoke out about a large combined Grade 2 class at Red Deer Lake School. Carolyn Kury de Castillo reports.

# No apology from Penticton woman accused of defamation

Elvena Slump said she is not going to quietly offer up an apology to avoid a defamation lawsuit from the City of Penticton.

[STEVE KIDD](#) / Sep. 4, 2014 6:00 a.m. / [NEWS](#)



Elvena Slump said she is not going to quietly offer up an apology to avoid a defamation lawsuit from the City of Penticton.

"I could apologize," said the 75-year-old Slump, with a pause. "If I was wrong."

According to Mayor Garry Litke, the city is pursuing a defamation suit against Slump because of a series of comments the prolific letter writer and council watchdog made directed at city staff.

Standing on the steps of city hall Wednesday, Slump told a small crowd of about 30 supporters how she received a letter last week from Bryan Baynham of Harper Grey LLP — a Vancouver law firm retained by the city to act in this matter — giving her a week to respond with an apology for personal attacks on staff members.

"I don't believe at this point that I have done anything wrong," said Slump, who provided copies of letters to the editor she said Baynham referenced.

# Criminal Law

- Criminal Code

- Public Mischief

- 140 (1) Every one commits public mischief who, with intent to mislead, causes a peace officer to enter on or continue an investigation by (a) making a false statement that accuses some other person of having committed an offence; (b) doing anything intended to cause some other person to be suspected of having committed an offence that the other person has not committed....

- **Criminal Harrassment**

- **264 (1) No person shall, without lawful authority and knowing that another person is harassed or recklessly as to whether the other person is harassed, engage in conduct referred to in subsection (2) that causes that other person reasonably, in all the circumstances, to fear for their safety or the safety of anyone known to them.**

- **(2) The conduct mentioned in subsection (1) consists of ... (b) repeatedly communicating with, either directly or indirectly, the other person or anyone known to them; ... or (d) engaging in threatening conduct directed at the other person or any member of their family.**

- **Uttering Threats**

- **264.1 (1) Every one commits an offence who, in any manner, knowingly utters, conveys or causes any person to receive a threat (a) to cause death or bodily harm to any person; (b) to burn, destroy or damage real or personal property; or (c) to kill, poison or injure an animal or bird that is the property of any person.**



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THE SEARCH

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SCOTT BROWN Updated: May 15, 2019

53m Like Reply

Top Fan

Steven Sims

It's dead for a reason and they wonder why they, claim, to be soo broke. Dipshits.

1h Like Reply

Bruce Edward Taylor

Put a bullet in this

46m Like Reply

Top Fan

Lori Tetreau

Bruce Edward Taylor I hate Basran as much as anyone... but death threats are maybe a bit out of line here

2m Like Reply

colin\_basaran • Follow

Kelowna, British Columbia

colin\_basaran

When you put your name forward and are selected to serve the people of your community, you expect some criticism. But the post above goes beyond anything I would have ever expected. This may not be a big deal to some, but this is incredibly hurtful to my family and I. So much so, I'll admit it brought me to tears. I'm scared, angry, sad and everything in between. I put up with a lot of criticism at times, but threatening my safety is completely unacceptable! If this is the new norm for elected officials, I want no part of it. Not even sure what else to say...

#kelowna #canada #politics

Liked by sebell and 370 others

6 HOURS AGO

A man has been arrested in connection with this online threat against the mayor of Kelowna. An offensive word has been blurred by Postmedia. [INSTAGRAM](#)





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Rattled by the personalized vitriol against her, she blamed a series of online attacks — calling her a "ho" — for temporarily driving her out of public life.

# **Tips for Social Survival**

**“If your people aren’t  
informed by you, there’s a  
good chance they’ll be  
misinformed by others.”**

**Powerful – Building a Culture of Freedom and Responsibility.**

**Patty McCord**

# Own it

- Be proactive on your site
- Use pics and video
- Have a plan to post
- Set your ground rules





**Town of Creston** added a post from January 2 to their timeline.

January 2 · 🌐 · 🌐

We value the opportunity for dialogue that this Facebook page provides; please see the ground rules for posting on the Town of Creston Facebook page under 'Page Information'.





# Reach out

- Share
  - Follow
  - Engage
- It's a conversation!



Amanda Shatzko Director RDNO

September 12 at 2:07 PM · 🌐

Excited to celebrate our new Wastewater Recovery Project...



Greater Vernon Chamber of Commerce

September 12 at 12:51 PM · 🌐

✓ Liked ▾

The Chamber attended Thursday's event to celebrate funding for a sewer treatment system in the Swan Lake corridor. The federal and provincial governments provid...

[See More](#)

# Correct the incorrect

- On your site



# Correct the incorrect

- Monitor other sites but respond on yours



City of Fort St. John

...

January 23 at 12:49pm · 🌐

We are hearing some discussion on other social media sites about the purchase and demolition of the old Condill hotel. Here are some answers to the questions we have seen. Is there anything else you'd like to know?

- Remediation of the building has uncovered further asbestos resulting in increased costs for demolition which would have been the case for any of the contractors.
- Original demolition budget \$457,480.00.
- The total project (land cost and demolition) had a contin... [See More](#)



# Diving into the conversation

- Do your research
- Explain “why”
- Provide facts, background, links
- Include public opinion where you can
- Consider your “tone”
- Get a second opinion before you post

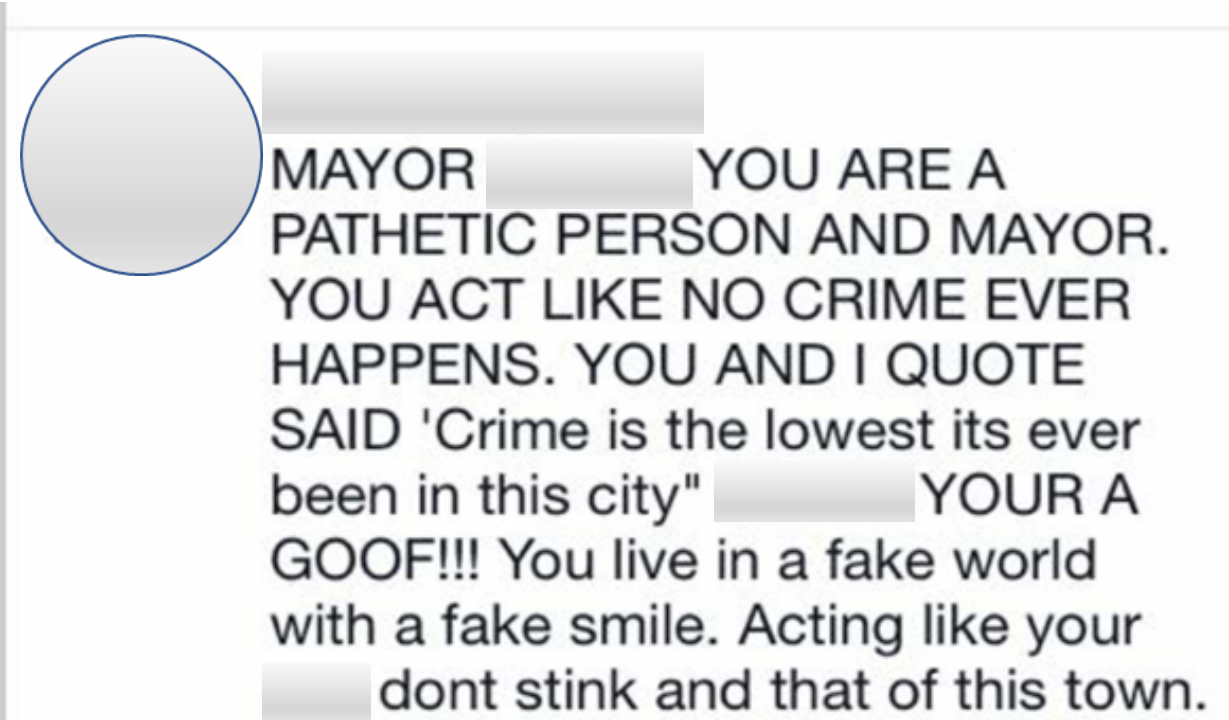
# Responding Publicly

- Respond publicly and take it offline
  - Invite them to contact you
  - Reach out with a private message



# Handling negative posts

- Answer up to two times
- Leave the ranters and the trolls



# Empathy is your super power

**“Social media  
is a spectator  
sport.”**

**Jay Baer,  
Hug your Haters**



# The online link between **Media & Social Media**

**More than just  
social**

**Be ready**







**Donald J. Trump** ✓

@realDonaldTrump



Just tried watching Saturday Night Live - unwatchable! Totally biased, not funny and the Baldwin impersonation just can't get any worse. Sad

9:13 PM - Dec 3, 2016



45,803



26,623



110,476



Donald Trump has continuously complained about Alec Baldwin's impersonation of him. SNL Screenshot, Twitter

**Q & A**

**&**

***THANK YOU!***

**Sukh Manhas**  
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