

# e-hostility

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**City of Glendale, CA**

**ICMA Conference Presenter**



# e-hostility

## SOCIAL MEDIA RISKS RISK SCENARIOS & MITIGATION

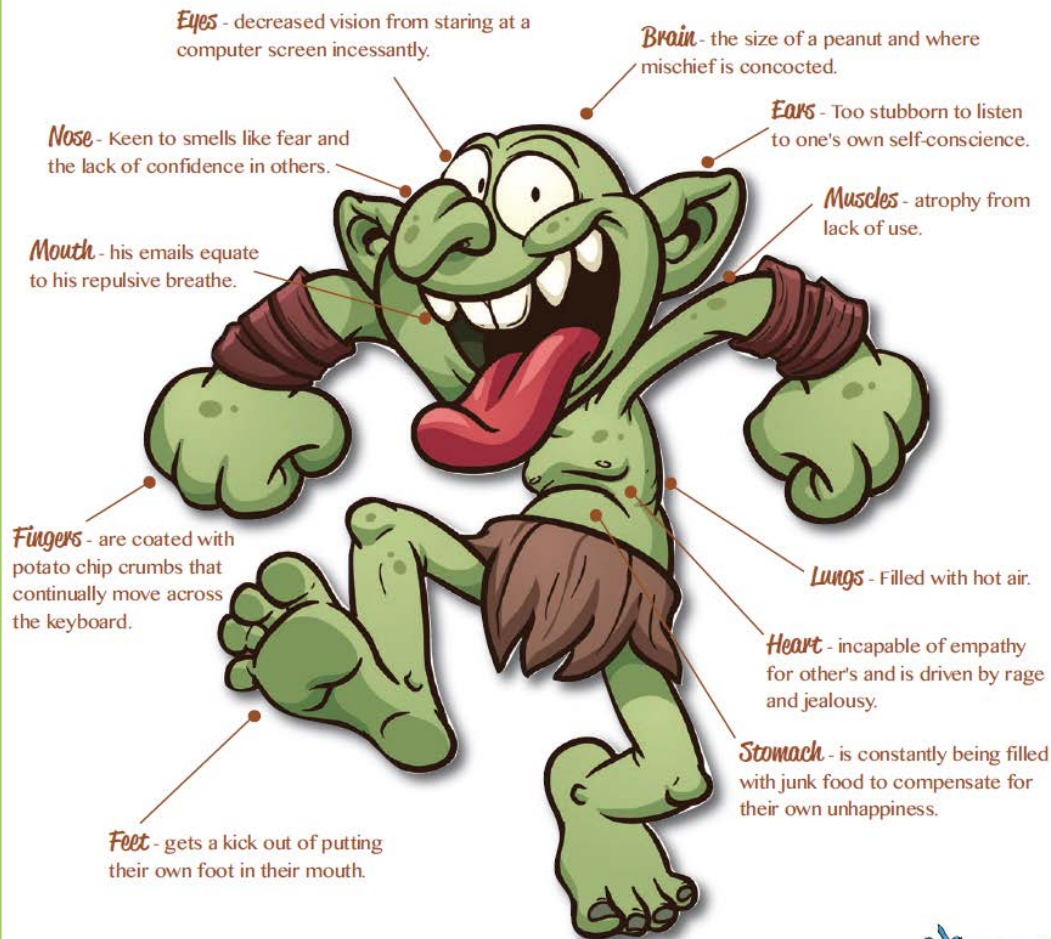
For every action, there's an equal and  
opposite reaction

# e-hostility psychosis



- Accidental
- Intentional
- The “Troll”

# anatomy of an e-hostile troll



**Eyes** - decreased vision from staring at a computer screen incessantly.

**Brain** - the size of a peanut and where mischief is concocted.

**Nose** - Keen to smells like fear and the lack of confidence in others.

**Ears** - Too stubborn to listen to one's own self-conscience.

**Mouth** - his emails equate to his repulsive breathe.

**Muscles** - atrophy from lack of use.

**Fingers** - are coated with potato chip crumbs that continually move across the keyboard.

**Lungs** - Filled with hot air.

**Feet** - gets a kick out of putting their own foot in their mouth.

**Heart** - incapable of empathy for other's and is driven by rage and jealousy.

**Stomach** - is constantly being filled with junk food to compensate for their own unhappiness.



DISCLAIMER: Any likenss or similiarities to any individual(s) is purely coincidental.

# Never Say Always

## Never Say Never

- **Give 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 Always

## Never Say Never

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



# Webpage / Platform

**glendale**  
california

GOVERNMENT RESIDENTS VISITORS BUSINESSES HOW DO I? Search...

**news**  
Glendale Police Department Aims to Improve Motorcycle Safety  
Film Screening of Citizen Tanouye - August 14  
DUI/Drivers License Checkpoint this Weekend  
Litter Index Survey Shows Improvement in  
[more news](#)

**upcoming events**  
BRAND LIBRARY Sounds on the Plaza Series - Singer/Songwriter Night featuring Hunter Scott, Jenni Alpert, Maggie McClure, Shane Henry  
August 8, 2014  
Montrose Harvest Market  
August 10, 2014  
Cancelled: Commission on the Status of  
[more events](#)

**highlights**  
ON THE MOVE

Contact Us Calendar Live Streaming eNotification Transparency Connect With MyGlendale

**GTV6**  
GLENDALE

120 N Isabel Suite 200  
Glendale, CA 91206  
(818) 548-4013

GTV6 is the award-winning government access cable channel for the City of Glendale, California. The channel is viewable on:

- Charter Communications Cable, channel 6 in Glendale/La Crescenta and on channel 16 in Burbank
- AT&T U-Verse, channel 99
- The internet, [streaming live](#) or [on demand](#)

**Glendale's Look Ahead:** Week of August 11th  
For more information, please visit the [City Event Calendar](#).

LOOK AHEAD  
[www.glendale.tv](http://www.glendale.tv)



PINTEREST

SOCIAL SITE THAT IS ALL ABOUT DISCOVERY

LARGEST OPPORTUNITIES



USERS ARE:

32% MALE  
68% FEMALE

70 MILLION ACTIVE USERS



TWITTER

MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO 140 CHARACTERS

LARGEST PENETRATION



BUT SPREADING SLOWLY AND STEADILY

5,700 TWEETS

HAPPEN EVERY SECOND

560 MILLION ACTIVE USERS



GOOGLE+

SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR BRANDS AND USERS TO BUILD CIRCLES

NOT AS MANY BRANDS ACTIVE, BUT THE ONES THAT ARE TEND TO BE A GOOD FIT WITH A GREAT FOLLOWING

GROWING RAPIDLY WITH 925,000

NEW USERS EVERY DAY

400 MILLION ACTIVE USERS



FACEBOOK

SOCIAL SHARING SITE THAT HAS 1 BILLION USERS WORLDWIDE

LARGEST OPPORTUNITIES

COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY

USERS SHARE 2.5 BILLION PIECES OF CONTENT EACH DAY

1 BILLION ACTIVE USERS



INSTAGRAM

SOCIAL SHARING SITE ALL AROUND PICTURES AND NOW 15 SECOND VIDEOS

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF

# HASHTAG AND POSTING

PICTURES CONSUMERS CAN RELATE TO

MOST FOLLOWED BRAND IS

150 MILLION ACTIVE USERS



LINKEDIN

BUSINESS ORIENTED SOCIAL NETWORKING SITE

BRANDS THAT ARE PARTICIPATING ARE CORPORATE BRANDS GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & CONNECT



79% OF USERS ARE 35 OR OLDER

240 MILLION ACTIVE USERS

Designed by

led by Leverage - leveragecommunications.com



# Outreach

## **Years to reach 50 million users**

Radio: 38 years

TV: 13 years

Internet: 4 years



Outreach

**Facebook**

Over 200 million users in less than a year

# Facebook



FACEBOOK

SOCIAL SHARING  
SITE THAT HAS  
**1 BILLION**  
USERS WORLDWIDE

**LARGEST**  
OPPORTUNITIES



COMMUNICATING WITH  
**CONSUMERS**  
IN A NON-OBTRUSIVE WAY

USERS  
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**1**  
**BILLION**  
ACTIVE USERS



**City of Glendale, CA**  
Government Organization

Timeline About Photos Reviews More ▾

PEOPLE >



877 likes  
2,102 visits

ABOUT >

Welcome to the official Facebook Page for the City of Glendale, CA.

<http://www.ci.glendale.ca.us/>



City of Glendale, CA shared a link.

about a minute ago

Visit @COGWaterPower for water saving tips! [bit.ly/1nZuEGm](http://bit.ly/1nZuEGm) #MyGlendale #savewater #cadrought #waterconservation



**City of Glendale, CA : Water Saving Tips**

[www.glendaleca.gov](http://www.glendaleca.gov)

Using low-water-use and native plants in your garden is one of the best ways to reduce water use in your landscape. Check out [www.bewaterwise.com](http://www.bewaterwise.com) for more tips and tricks for conserving water.

Like · Comment · Share



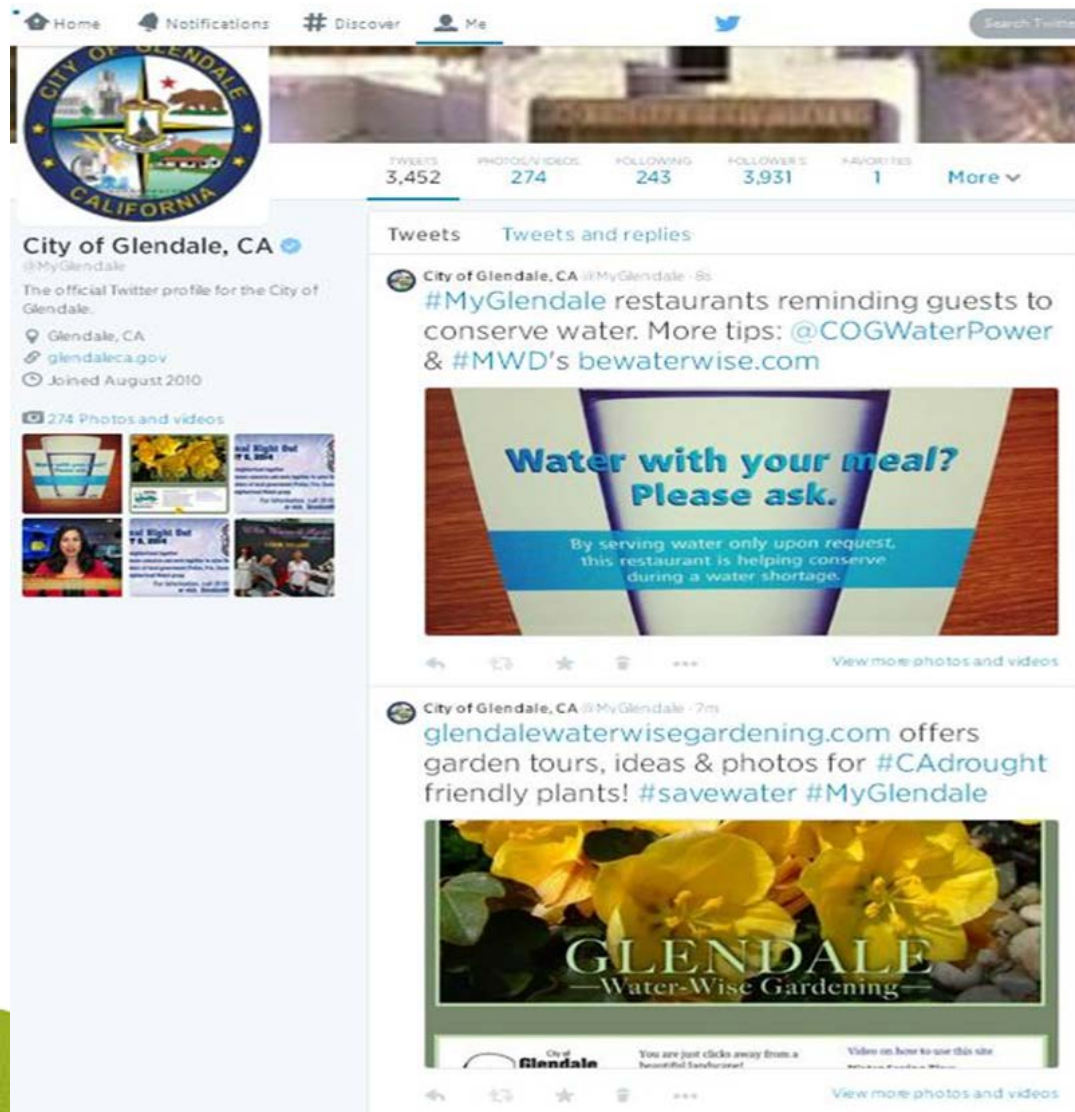
Outreach

**Twitter**

100 million active users in three years



# Twitter



TWITTER

MICRO BLOGGING  
SOCIAL SITE  
THAT LIMITS EACH  
POST TO **140**  
CHARACTERS

LARGEST  
PENETRATION  
in the  
US

BUT SPREADING  
SLOWLY AND STEADILY

**5,700 TWEETS**  
HAPPEN  
EVERY  
SECOND

**560**  
MILLION  
ACTIVE USERS

- Links to Facebook
- Provides timely, relevant information



Outreach

# Instagram

200 million active users in less four years

# YouTube

More than  
1 billion  
active  
users visit  
YouTube  
each  
month

MyGlendale

- 87, 829 Views



INSTAGRAM

SOCIAL SHARING  
SITE ALL AROUND  
**PICTURES**  
AND NOW 15 SECOND  
**VIDEOS**

MANY BRANDS  
ARE PARTICIPATING  
THROUGH THE USE OF  
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AND POSTING  
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# #Hashtag

Results for **#MyGlendale** 

Top / All / People you follow

People · [View all](#)

 **City of Glendale, CA** @MyGlendale [Edit your profile](#)  
The official Twitter profile for the City of Glendale, CA.

 **LibraryArtsCulture** @glendaleLAC 20m  
Brand Galleries Artist Submissions for 2014 Exhibitions Now Being Accepted  
[#brandlibrary](#) [#arts](#) [#myglendale](#) [icont.ac/1Wgdm](http://icont.ac/1Wgdm)  
[Expand](#)

 **City of Glendale, CA** @MyGlendale 28m  
Glendale Police Department Announces New Deputy Chief and Civilian Commander [bit.ly/15OYh00](http://bit.ly/15OYh00) [#publicsafety](#) [#MyGlendale](#)  
[Expand](#)

 **GlendaleCAFire** @GlendaleCAFire 6h  
Does your small business have an emergency response plan? Download FREE planning tools: [ow.ly/olhEM](http://ow.ly/olhEM) [#MyGlendale](#) [#NATLPREP](#)  
[Expand](#)

 **City of Glendale, CA** @MyGlendale 23h  
Guess where the @MuseumofNeonArt will call home? [#MyGlendale](#) of course! [bit.ly/18QmHYR](http://bit.ly/18QmHYR) [#movingin](#) [#welcomehome](#) [#glendaleca](#) [@latimes](#)  
[Expand](#)

- Join the discussion
- Maps relevant thoughts, ideas, concerns
- Exposure
- Using catchy and contemporary terms
  - [#MyGlendale](#)
  - [#GlendaleAfterHours](#)
  - [#BeWaterWise](#)
  - [#SaveWater](#)
  - [#WaterWednesday](#)



# Content

- Platforms
- YouTube: JewelCityCA
- Webpage
  - Respective Departments
  - Newsletters
  - Rumor Page

# 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

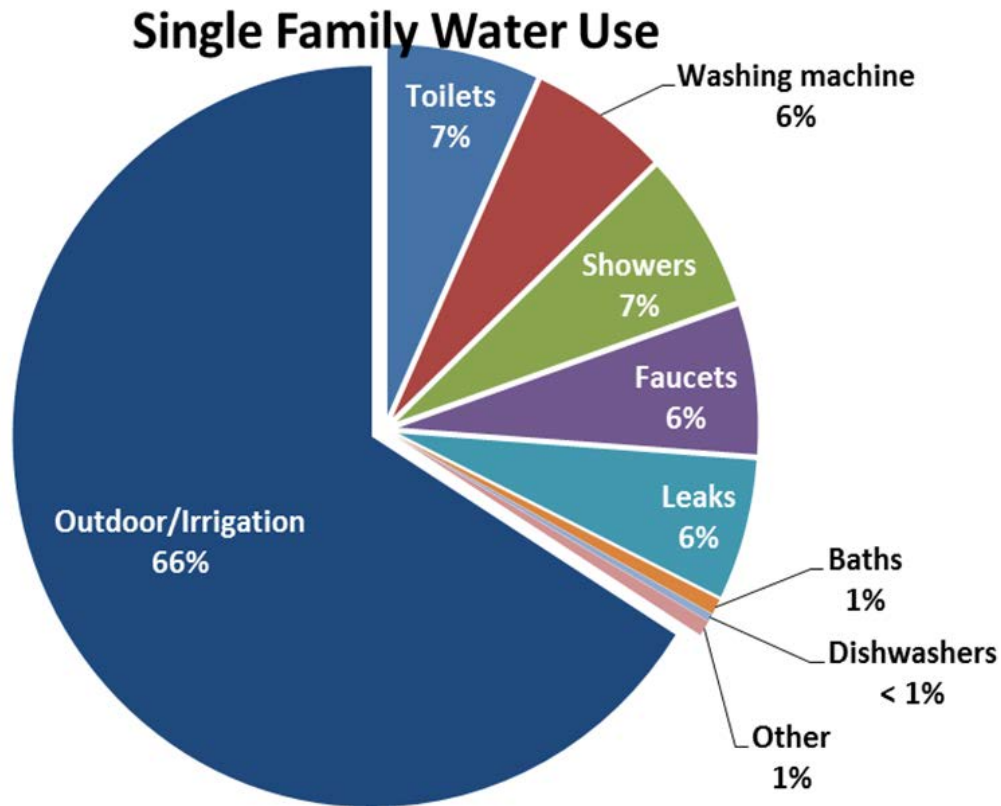
**✘** *"Glendale's PERS obligation is 84% unfunded."*

**✔** 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

# Implementing Content



We are great at collecting information, but are using it effectively. Visualize!

# Virtual Conversation



**Glendale News Press** @GlendaleNP  
News from Glendale, La Crescenta and Montrose.  
Tweets curated by @nicosharki, @JasmineElist  
@LAMarkKellam.



**Hello Glendale** @HelloGlendale  
Let's get acquainted. [youtu.be/8J14s77Hvj0](http://youtu.be/8J14s77Hvj0)



**GlendaleCAFire** @GlendaleCAFire  
The official Twitter account for the Glendale Fire  
Department (Glendale, CA)



**Glendale College CA** @GCCPIO  
Glendale Community College (CA) Marketing and Public  
Information Office, 1500 N. Verdugo Rd. 818-551-5181



**Glendale Adventist** @GAMChealth  
Glendale Adventist is committed to providing you with  
access to health information.



**Glendale Water,Power** @COGWaterPower  
Official City of Glendale, CA Water & Power  
communications only.



**Americana at Brand** @AmericanaBrand  
Experience the ultimate in shopping, dining,  
entertainment and luxury living at The Americana at  
Brand in Glendale, CA.

- Publicize connections
- Cross Promotion
- MyLife
  - Top 10 Healthiest
- Movato
  - Saintliest
  - Safest
  - 21 Things to Know [3,288 views on Facebook.]
- Curbed LA
  - Curbed Cup 2013 for Best Neighborhood
- Nerdwallet
  - Best Mild Weather in U.S.



# Cross Promotion

## Traditional

- Newspaper
- Radio
- Television

## Social Media- Free

“Here today, gone tomorrow”

# Media Platforms



**CITY CONNECTION**  
CONNECTING TO THE COMMUNITY



The City of Glendale offers interested parties many ways to stay informed about our City. Here you can sign up to receive any of our various newsletters, press releases, emergency notifications, and other news and event updates.

## Newsletters

Sign up here to receive any of the newsletters published by the City of Glendale

Email:

First Name:

Last Name:

Zip:

Newsletters:



MyGlendale



GWP



Library, Arts & Culture



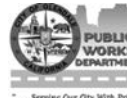
Community Services & Parks



Fire Department



Police



Public Works



City Clerk



Community Development



Economic Development Corporation



Human Resources

# @MyGlendale

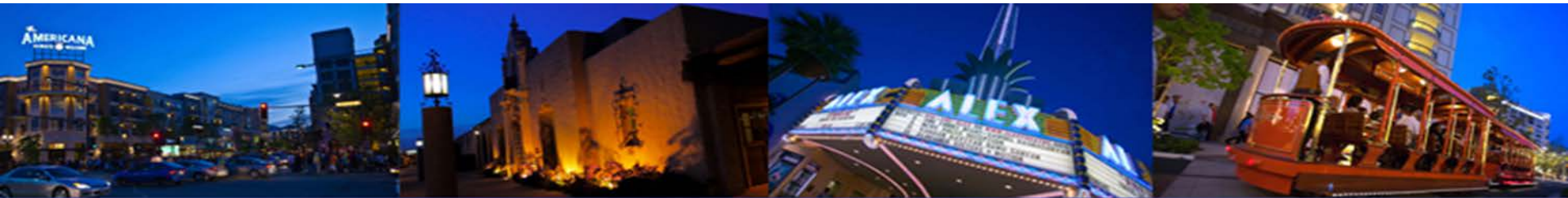
## Stay Connected with Glendale

[Twitter.com/MyGlendale](https://twitter.com/MyGlendale)

[Instagram.com/MyGlendale](https://www.instagram.com/MyGlendale)

[Facebook.com/MyGlendale](https://www.facebook.com/MyGlendale)

[YouTube.com/JewelCityCA](https://www.youtube.com/JewelCityCA)



**CITY  
CONNECTION**  
CONNECTING TO THE COMMUNITY



# Outreach & Validation

- Surveys
  - Statistical, random sample of residents
  - Confirmation of the findings with high-propensity voters
- Stats & Scores
  - 96% feel safe in Glendale
  - 85% were satisfied or very satisfied with services provided by the City
    - Top 3 departments with highest levels of satisfaction:
      - Fire (90%)
      - Library, Arts & Culture (83%)
      - Police (80%)
  - 73% rated Glendale with an 8 or higher



# Questions/Comments?



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

818-548-4844

@MyGlendale







ICMA  
**100**<sup>th</sup>

ANNUAL CONFERENCE

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**Charlotte**  
Mecklenburg County

SEPTEMBER • 14-17 • 2014

