ARKANSAS MUNICIPAL LEAGUE
CITY HALL
GREAT CITIES MAKE A GREAT STATE
WORKING IN A SOCIAL WORLD
#82ndAMLConv

#82ndAMLConv

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CITY HALL
GREAT CITIES MAKE A GREAT STATE

How Do you Effectively Work In a Social World?

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CITY HALL
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Information Overload

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Gadgets from 30 Years Ago v. Smart Phone

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CITY HALL
GREAT CITIES MAKE A GREAT STATE

Information/Social Statistics

The Internet is only 23 years old. In that 23 years, every 60 seconds—

- 160 million emails are sent
- 1500 blog entries are created
- 98,000 tweets are shared on Twitter
- 694,445 Google searches are completed
- 695,000 Facebook status updates are posted
- 6,600 photos are uploaded to Flickr
- 600 videos are uploaded to YouTube
- On average, workers spend 28% of our workweek managing emails, which is the equivalent of 560 hours per year.

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Information/Social Statistics

According to a 2015 Pew Research study, below are the Percent of online adults who use the following social media websites:

71% use Facebook	58% (2014)
28% use Linkedin	23% (2014)
28% use Pinterest	22% (2014)
26% use Instagram	21% (2014)
23% use Twitter	19% (2014)

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Information/Social Statistics

In January of 2015, www.wearesocial.com created a global digital snapshot that looks something like this:

- 7.2 billion is the world's population
- 3.01 billion is the number of active internet users (40% of the world's population)
- 2.08 billion is the number of active social media accounts
- 3.65 billion is the number of unique mobile users
- 1.7 billion is the number of active mobile social accounts

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Information Overload Statistics

- Social networks reached 1 in 4 people during the year 2015.
- In the U.S. there are 181 million active monthly social network users.
- Mobile page views are up 250% since 2014.
- Smart phone users engage with their device over 200 times per day.
- The average person has 5 social media accounts.
- 60% of all web traffic is done on a mobile device.
- Using the word “video” in an email subject line boost open rates by 19%.
- Mobile device users engage with their device 2.5 hours per day.
- 74% of all internet traffic in 2017 is predicted to be video.
- 58% of smart phone users don’t go 1 hour without checking their phones.

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Who Remembers This?

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Character Limitations

160
5,000
60,000+
At the 60,000+ character limitation setting, an average novel can be shared in 9 FB posts.

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CITY HALL
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Ways Local Government Can Use Social

- Crime Prevention and Police Assistance
- Emergency Alerts and Severe Weather Updates
- Activities and Class Registration
- Town Hall or Council Meetings
- Public Service Announcements
- Construction Updates and Street Closings
- Job Applications

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What Do Citizens Expect From Local Government?

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The Citizens Most Vocal in Local Government

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How Can You Get Social Right for Your City?

- Training on various social media platforms
- Maintaining a list of no-no topics
- Double checking messages for errors
- Thinking like a citizen

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How Do You Manage and Survive Information Overload?

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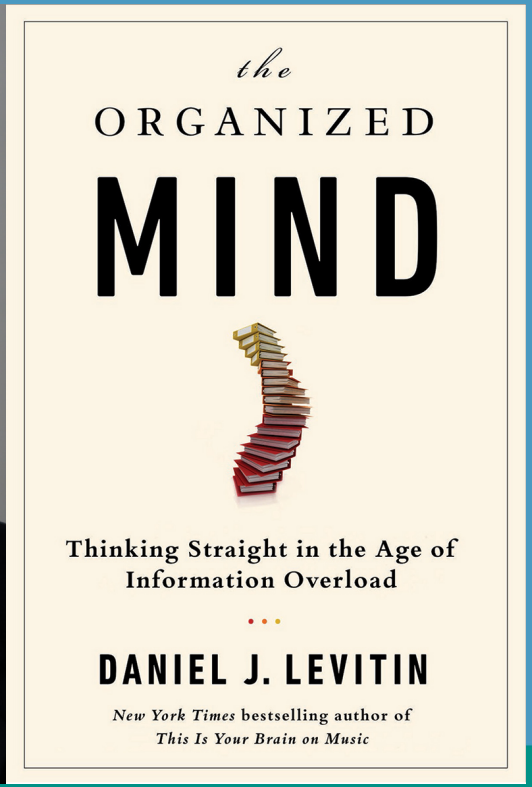
CITY HALL
GREAT CITIES MAKE A GREAT STATE



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CITY HALL
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Conquering Information Overload

- Do a brain dump
- Follow the two-minute rule
- Group together similar tasks
- Don’t multitask
- Limit the distraction of email
- “Eat the frog” first thing in the morning
- Spend only as much time on decisions, tasks and activities as they are worth

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Conquering Information Overload

- Take breaks
- Let yourself daydream
- Disconnect from your devices at a set time every day
- Take a vacation
- Delegate—at work and at home
- Consider getting rid of one device
- Go completely off the grid once a week

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Conquering Information Overload

- Things to do today
- Things to do this week
- Things that can wait
- Junk drawer

- Do it
- Delegate it
- Defer it
- Drop it

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Working in a Social World

Whitnee V. Bullerwell
Communications Director
Arkansas Municipal League
www.arml.org
www.greatcitiesgreatstate.com
#greatcitiesgreatstate

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GRAVETTEAR.COM

How

GRAVETTE, ARKANSAS

...is effectively engaging via Social/Digital

GRAVETTEAR.COM

The NEED to communicate Socially / Digitally

GRAVETTEAR.COM

GRAVETTEAR.COM

The Available MEDIUMS

Soc / Dig Communication

GRAVETTEAR.COM

GRAVETTEAR.COM

Added BENEFITS & COMPLICATIONS

GRAVETTEAR.COM

City Of Gravette

Published by Patrick Hall [?] · May 26 at 7:23am ·

The City of Gravette would like to thank the GRAVETTE LION'S CLUB for their volunteer community service efforts at Hillcrest Cemetery leading up to Memorial Day! With the help of Aaron Rockford of Rockford's Landscaping, they restored a small garden area by adding perennials which bloom in late May. They also put in a couple of non-flowering plants in a shady area. There were five Lions that participated in the work day.

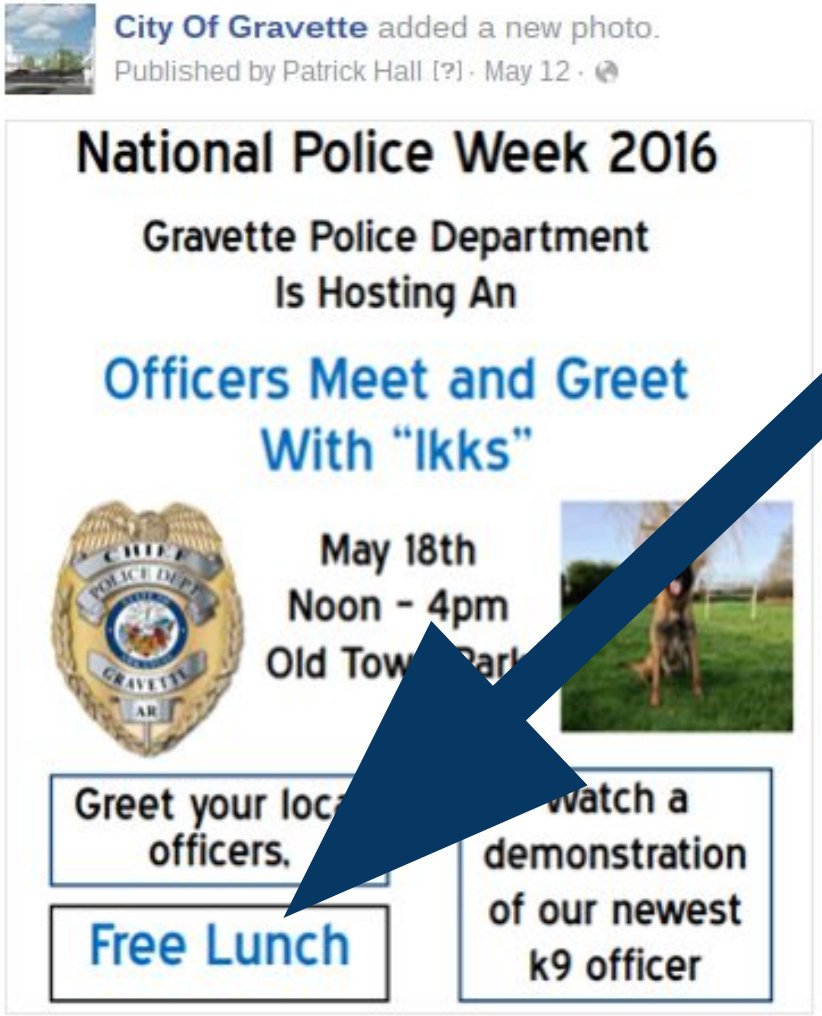
1,749 people reached

Boost Post

Patrick | Home 4

21 | Insights | Publishing Tools

City Of Gravette added a new photo.
Published by Patrick Hall [?] · May 12 ·



3,365 people reached

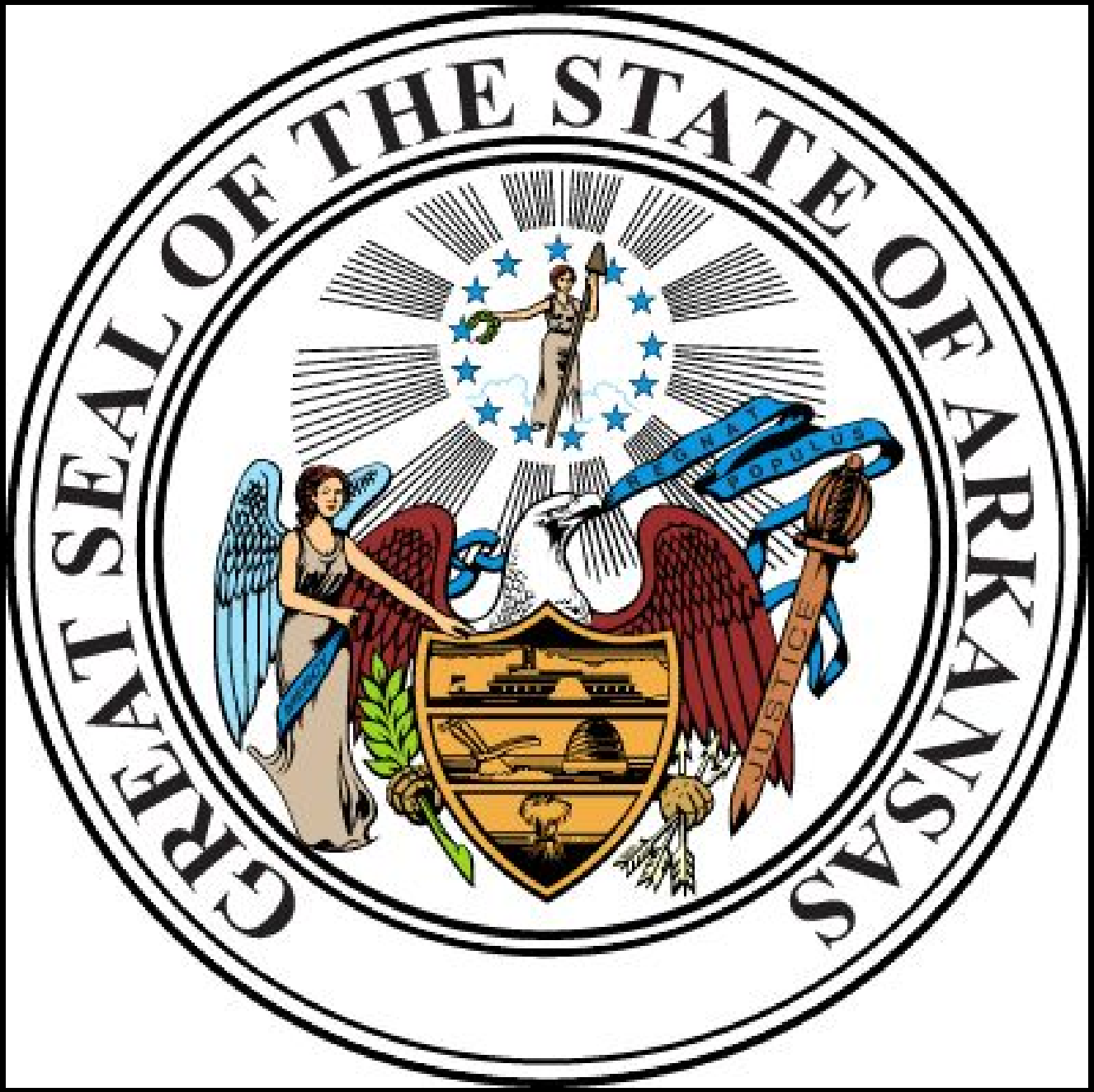
Boost Post

Ad Choices · More

ur policy. Learn More.

GRAVETTEAR.COM

The FUTURE of Social / Digital


GREAT SEAL OF THE STATE OF ARKANSAS
REGNAT POPULUS
JUSTICE

HOME
Codes / City Council
Leadership
Permits / Forms / Licenses
Zoning / Maps
Public Safety
Fire Protection / Ambulance Service
GRAVETTEAR.COM
City of Gravette, Arkansas
"The Heart Of Hometown America"
Community is key! Our leadership has renewed its vision to stand out among other small towns in NW Arkansas as a place that's uniquely independent and exceptionally family friendly.
Through master planning initiatives, creative partnerships, and professional management of our resources, we seek to be a model community.
Contac
604 First Aven
Gravette, AR 7
Monday - Frid
info@Gravette
479-7
Emergency: D
After Hours W
Join our n
Email Addr

GRAVETTEAR.COM

The end

Arkansas Municipal League
June 15, 2016
Messaging Across Social Media Tools

Susan Norton

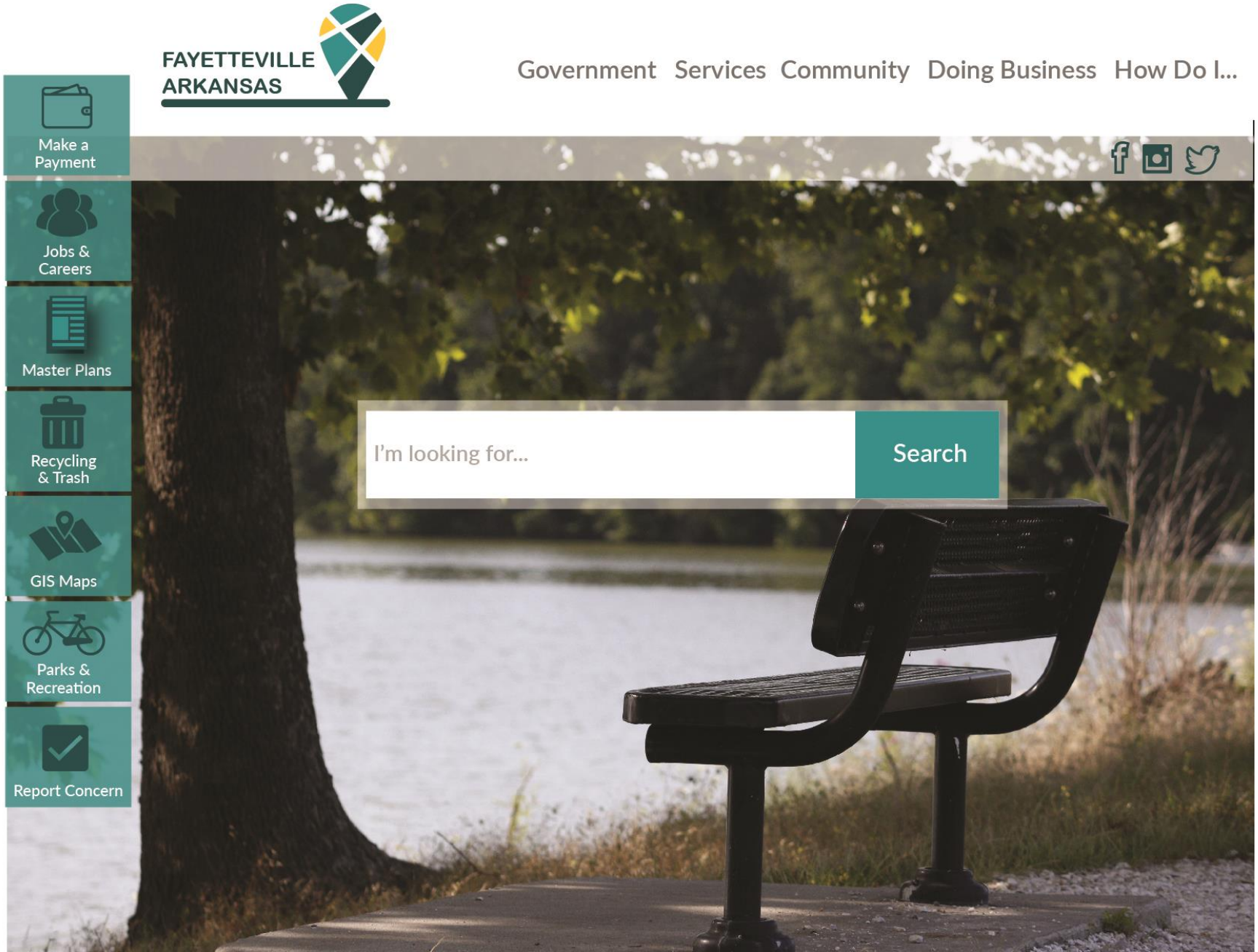
Director of Communications and Marketing

City of Fayetteville

www.fayetteville-ar.gov

FAYETTEVILLE

Transparency and Civic Engagement – Our Goals and Strategies



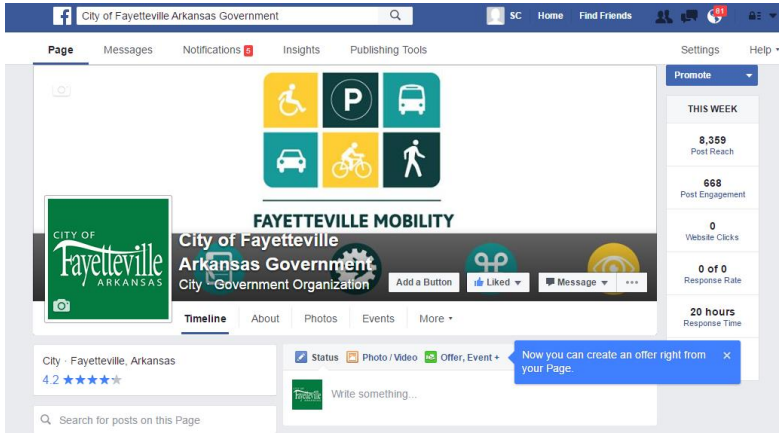
CITY OF
FAYETTEVILLE
ARKANSAS

Before You Begin…
Define Your City's Social Media Strategy

- **What drives your communication with the public?**
- **How often will you update your message?**
- **All social media tools rely on photography or graphics!**
- **How do you differentiate the appropriate media for message type?**
- **Do you have a style guide to set standards for consistency?**
- **How will you measure success?**

FAYETTEVILLE

Profile: City of Fayetteville's Use of Social Media Tools



- **8 certified government Facebook sites (why certify?) reaching tens of thousands of people every day**
  - **City (10,656), Parks & Recreation (9,784), Animal Services (16,262), Ranger's Pantry Food Bank (581), Fire (363), Police (16,182), Community Center (954), Airport (483)… (last post 4/29/15)**
  - **Mayor maintains his own personal page (5,000) with a waiting list**
  - **Point of contact for government services: Katie Harbath (katieharbath@fb.com) https://www.facebook.com/katieharbath**

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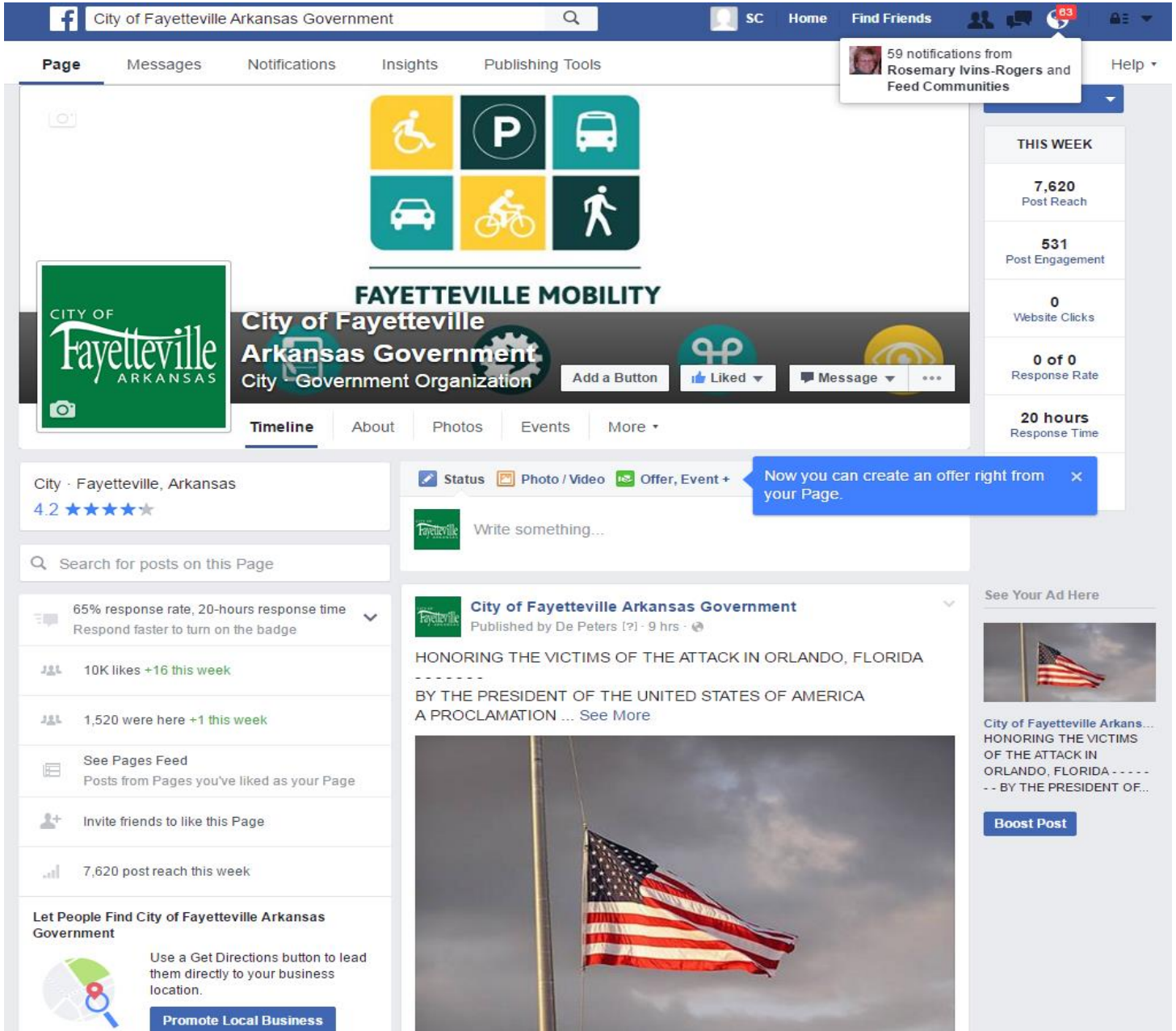
City of Fayetteville, Arkansas Government



Parks and Recreation

FAYETTEVILLE

Animal Services

FAYETTEVILLE

Ranger's Pantry

FAYETTEVILLE

Fire Department

FAYETTEVILLE

Police Department

FAYETTEVILLE

Community Center

FAYETTEVILLE

Airport

FAYETTEVILLE

Mayor Lioneld Jordan

FAYETTEVILLE

Tips for Configuring Facebook

- ❑ **Who should have access**
- ❑ **Should public be allowed to post?**
- ❑ **Don’t mix personal use and city use**
- ❑ **Choose highest privacy options**

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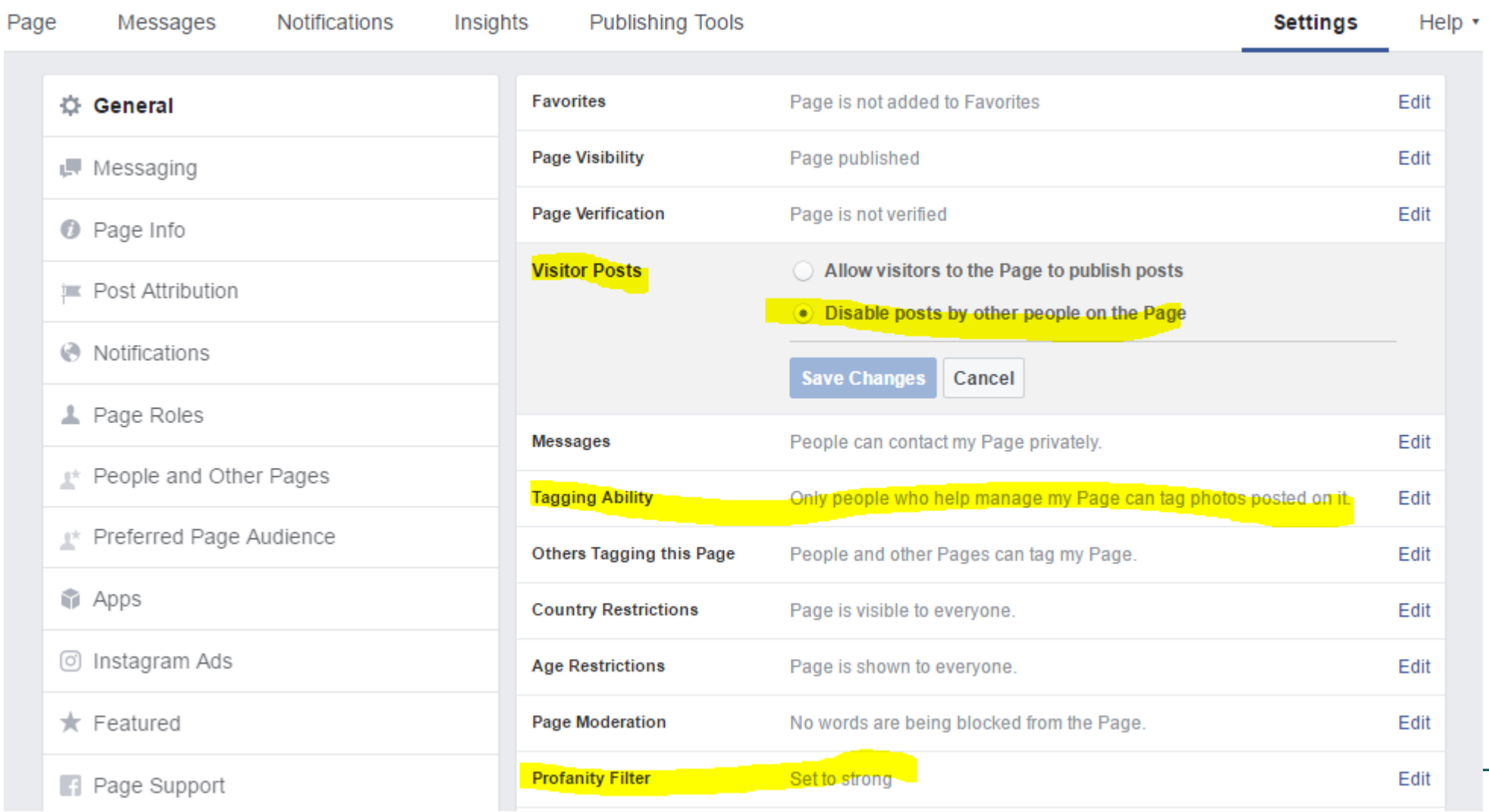
Settings



FAYETTEVILLE

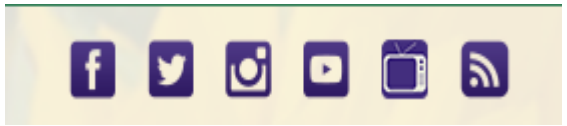
How to Create a Friendly and Engaging Social Media Platform

Guidelines for Handling Negative Comments

- ✓ **Stay positive**
- ✓ **Correct inaccuracies**
- ✓ **People have a right to their opinions**
- ✓ **Do not censor (FB can do it for you with profanity filter; people police each other)**
- ✓ **Do not block individuals**
- ✓ **Spot check all notifications**
- ✓ **Like and Share to acknowledge**
- ✓ **Stay tuned to your audience – review analytics**
- ✓ **Read reviews**

FAYETTEVILLE

Profile: City of Fayetteville's Use of Social Media Tools



Facebook

Twitter

Instagram

Civic Plus Web Site (News Flash and Civic Send)

Everbridge to Code Red

YouTube

City Government Channel

Survey Monkey

FAYETTEVILLE

Cross Platform:
Sharing and Scheduling Tools

- ❑ **Designed to be used from a phone**
- ❑ **Great for quick pics from phone out in the field**
- ❑ **Tool of choice for college kids**
- ❑ **Can be shared with Facebook and Twitter**

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Cross Platform:
Sharing and Scheduling Tools

hootsuite

Social Media Dashboard

- **Share Across Facebook, Twitter, Instagram**
- **Schedule weekend events on Friday or alternate routes for trash pickup or road closures or…**

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HootSuite: One Post, Three Channels

FAYETTEVILLE

Cross Platform:
Sharing and Scheduling Tools

CIVICSEND
A Product of CivicPlus

- ✓ **Scheduling and sharing across ALL platforms**
- ✓ **newsletter, parks and recreation sports notifications, road closures, planning commission, bid notifications, public meetings and events calendar items**
- ✓ **Media Releases**

FAYETTEVILLE

Public Information
(A true transparency policy can cut back on the time you spend answering FOIA!)

Workflow:

1. **Generate Media Release**
2. **Send via Civic Send and Schedule for Placement on Web Site (News Flash), Facebook, Twitter, and Instagram**
3. **Archive Media Release on Web Site**

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Civic Send Scheduling

Selected Message Options: EMAIL FACEBOOK TWITTER

Flexible Template with Banner

CITY OF Fayetteville ARKANSAS | MEDIA RELEASE

For Immediate Release

June 8, 2016

Contact: Byron Humphry
Park Maintenance Superintendent
Parks and Recreation Department
479-444-3471
bhumphry@fayetteville-ar.gov

Free Fishing This Weekend at Lake Fayetteville and Lake Sequoyah

FAYETTEVILLE, Ark. — The City of Fayetteville Parks and Recreation Department announces a free fishing weekend at Lake Fayetteville (1330 E. Lake Fayetteville Road) and Lake Sequoyah (6608 E. Lake Sequoyah Drive) on June 11 and June 12. This weekend coincides with the Arkansas Game and Fish Commission's free fishing weekend and is one of two annual free fishing weekends offered by the City to promote and encourage use of Lake Fayetteville and Lake Sequoyah. Daily fishing/use fees are waived on these two days but boating permits are still required.

The lakes are open to the general public throughout the year from sunrise to sunset; each lake is closed on Thanksgiving Day and from December 24 through January 14. Daily and/or annual fishing and boating permits can be purchased at the marina offices during business hours. Permit fees are as follows:

FAYETTEVILLE

Media Release Comes to Email

Wed 6/8/2016 11:55 AM

City of Fayetteville <listserv@civicplus.com>

Free Fishing This Weekend at Lake Fayetteville and Lake Sequoyah

To Norton, Susan

If there are problems with how this message is displayed, click here to view it in a web browser.

Bing Maps

CITY OF Fayetteville ARKANSAS | MEDIA RELEASE

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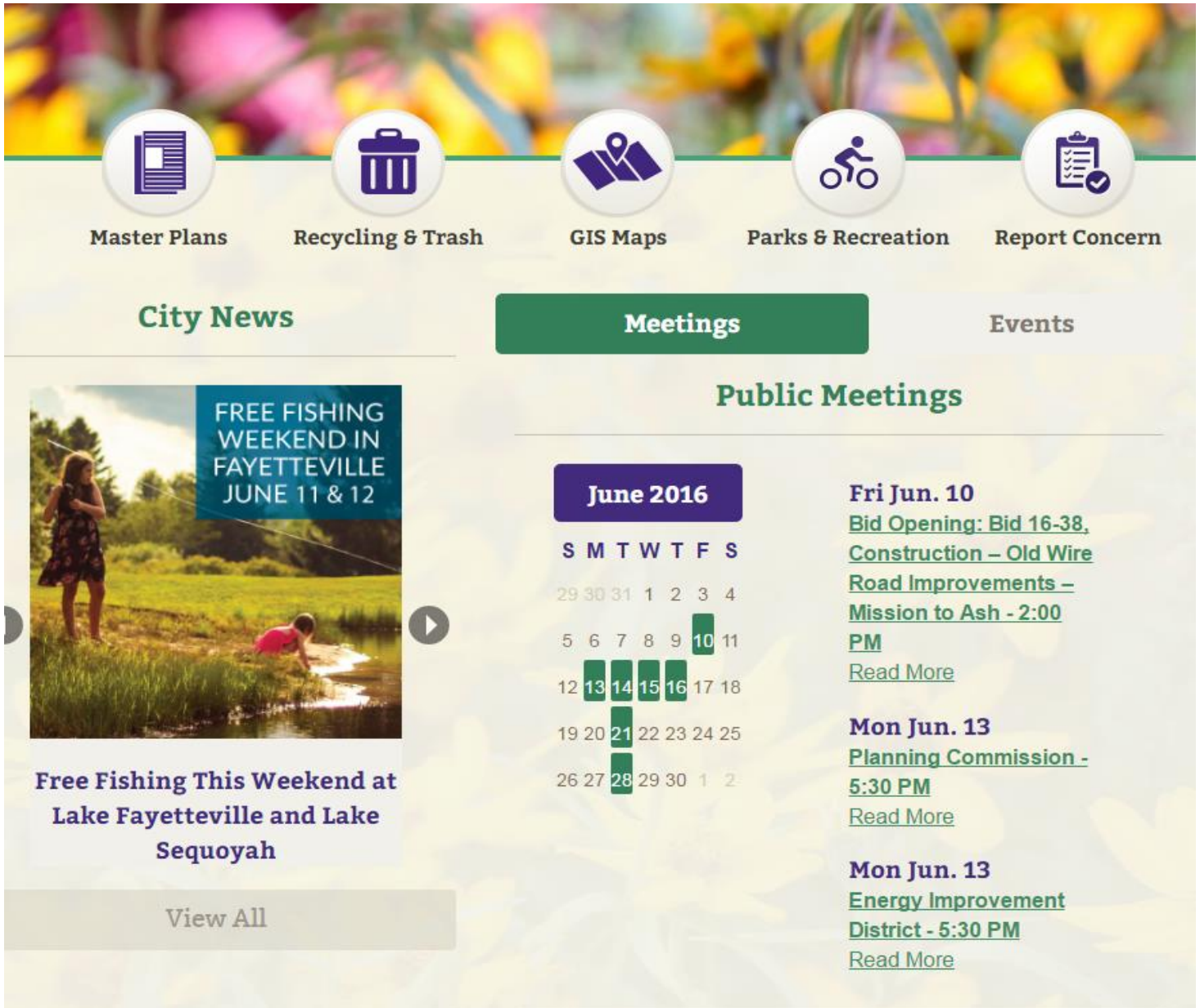
FAYETTEVILLE

Civic Plus News Flash



FAYETTEVILLE

City News – Individual News Story

Home › News Flash

Media Releases

Posted on: June 8, 2016

Free Fishing This Weekend at Lake Fayetteville and Lake Sequoyah

FOR IMMEDIATE RELEASE

June 8, 2016

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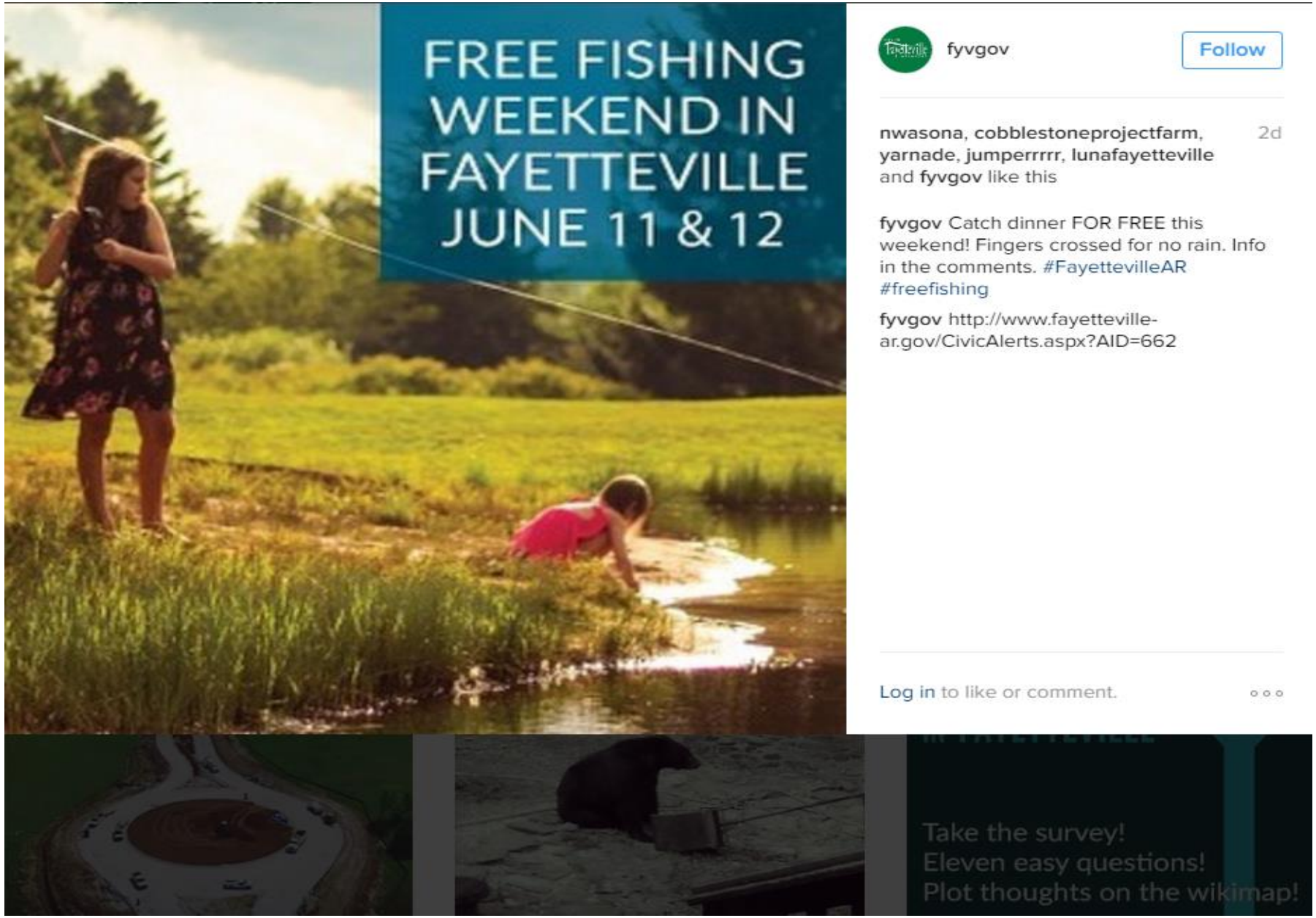
News Flash becomes Facebook Post

FAYETTEVILLE

News Flash becomes Instagram Post

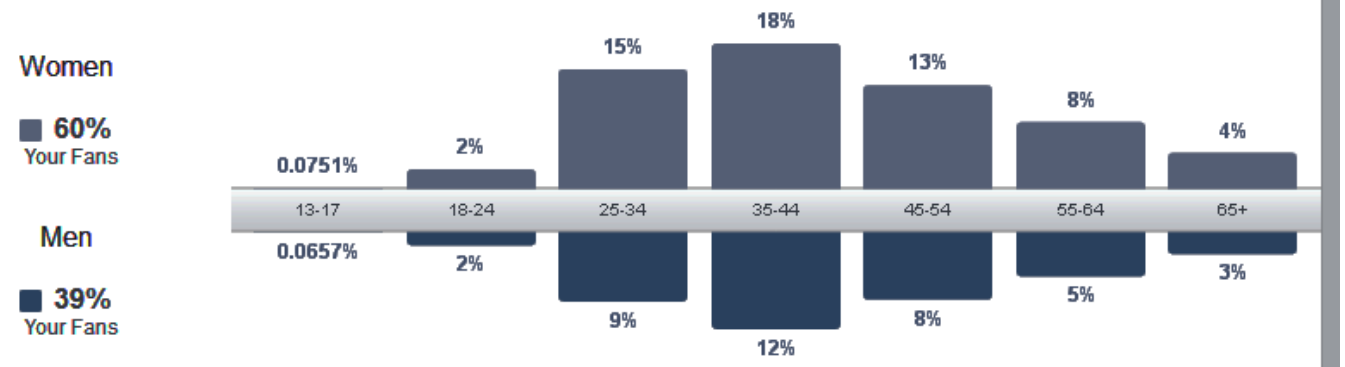


FAYETTEVILLE

FB Analytics - Insights

Your Fans | People Reached | People Engaged

The people who like your Page



Country	Your Fans
United States of America	10,468
Philippines	12
Mexico	9
Brazil	8
India	8
Canada	8
United Kingdom	7
Germany	7
Italy	6
Pakistan	6

City	Your Fans
Fayetteville, AR	3,746
Springdale, AR	592
Rogers, AR	374
Little Rock, AR	312
Farmington, AR	256
Bentonville, AR	253
Fort Smith, AR	229
Prairie Grove, AR	170
Johnson, AR	111
Elkins, AR	110

Language	Your Fans
English (US)	10,352
English (UK)	178
Spanish	42
French (France)	12
Portuguese (Brazil)	10
Spanish (Spain)	9
Arabic	9
English (Pirate)	5
Russian	4
Korean	4

FAYETTEVILLE

Government Channel
A Daily Civics Lesson Opportunity

FAYETTEVILLE

Citizen Engagement

Recycle Something

What is Recycle Something?

Recycle Something is part of the City of Fayetteville's efforts to encourage participation in the City's recycling services and to inform citizens of how and what to recycle. Together, we can make a difference in our City by reducing waste and creating a healthier environment. Use the links on this page to learn more about how you can participate.

Meet Rooty

Rooty the Recycling Pig is a swine of many talents, but his favorite thing to do is to show the citizens of Fayetteville how fun and easy it is to recycle something. If you see him at an event or just walking around town, make sure to tell him how much YOU love recycling too. It will just make his day!

Contact Us

Recycling & Trash Collection

Residential services, General Information

1560 S. Happy Hollow Road
Fayetteville, AR 72701
Phone: 479-575-8398
Fax: 479-444-3478
Email the Division

Commercial Service Representative

Commercial & Roll off services

Phone: 479-575-8397
Email

Waste Reduction Coordinator

Education, Business Recycling

Phone: 479-718-7685
Email

Staff Directory

FAYETTEVILLE

FAYETTEVILLE

Economic Development Strategic Planning

- Awards
- Facts & Figures
- New to Fayetteville?
- New Businesses
- Just for Startups
- Targeted Sectors
- Technology Park
- Contractual Services

Home › Doing Business › Economic Development

Economic Development

Why Fayetteville?

As the third largest and fastest growing city in Arkansas, business-friendly Fayetteville is packed full of opportunity. We're a diverse City of families, students, artists, professionals, outdoor enthusiasts and more. Fayetteville is one of three best places to live in the country, has established itself as a community with a desirable quality of life and a strong mix of innovation and entrepreneurial spirit, and was named the third best city to found a company outside of Silicon Valley and New York.

As we build on our success we understand the need to ensure our citizens and businesses have access to the level of broadband service required to maintain and grow these qualities. This effort will require a long-term commitment with multiple sectors working together including local government, community organizations, businesses, education and learning institutions, the faith community, foundations, healthcare and residents.

Whether you're a startup, an established business hoping to expand, or a current business in Fayetteville looking for connections, we're here to help. Or you may be a family from a small town, looking for more opportunity - or perhaps you're used to somewhere bigger and would like to explore a city with solid offerings but a small town feel. Whoever you are or wherever you come from, one thing is certain: Our City has great things ahead - and we'd love for you to be a part of them! We believe it takes the partnership of the entire community to move Fayetteville's economic engine forward.

We're proud of our City's progress and optimistic about the future. Don't just take our word

Contact Us

Development Services
Email
Phone: 479-575-8265

FAYETTEVILLE

Use Facebook to Boost your Survey

Fayetteville Mobility Plan

City Plan 2030

Master Street Plan

Downtown Master Plan

Fayette Junction Neighborhood Plan

Walker Park Neighborhood Plan

Wedington Corridor Neighborhood Plan

Home › Government › City Departments › Planning & Development › Planning / Zoning › Planning/Zoning Master Plans › Fayetteville Mobility Plan

Fayetteville Mobility Plan

FAYETTEVILLE MOBILITY

The City of Fayetteville is invested in improving how residents, employees, visitors and others travel to, from and around Fayetteville - whether you drive and park, bicycle, walk, or use public transit. We want your input - take the online survey or leave a comment on our interactive map.

The City and consultants Nelson\Nygaard and Garver are conducting two critical plans that will affect the City's vibrancy and livability for years to come:

SIGN UP TO RECEIVE NOTIFICATIONS

LEAVE COMMENTS ON INTERACTIVE MAP

TAKE OUR ONLINE MULTIMODAL SURVEY

Contact Us

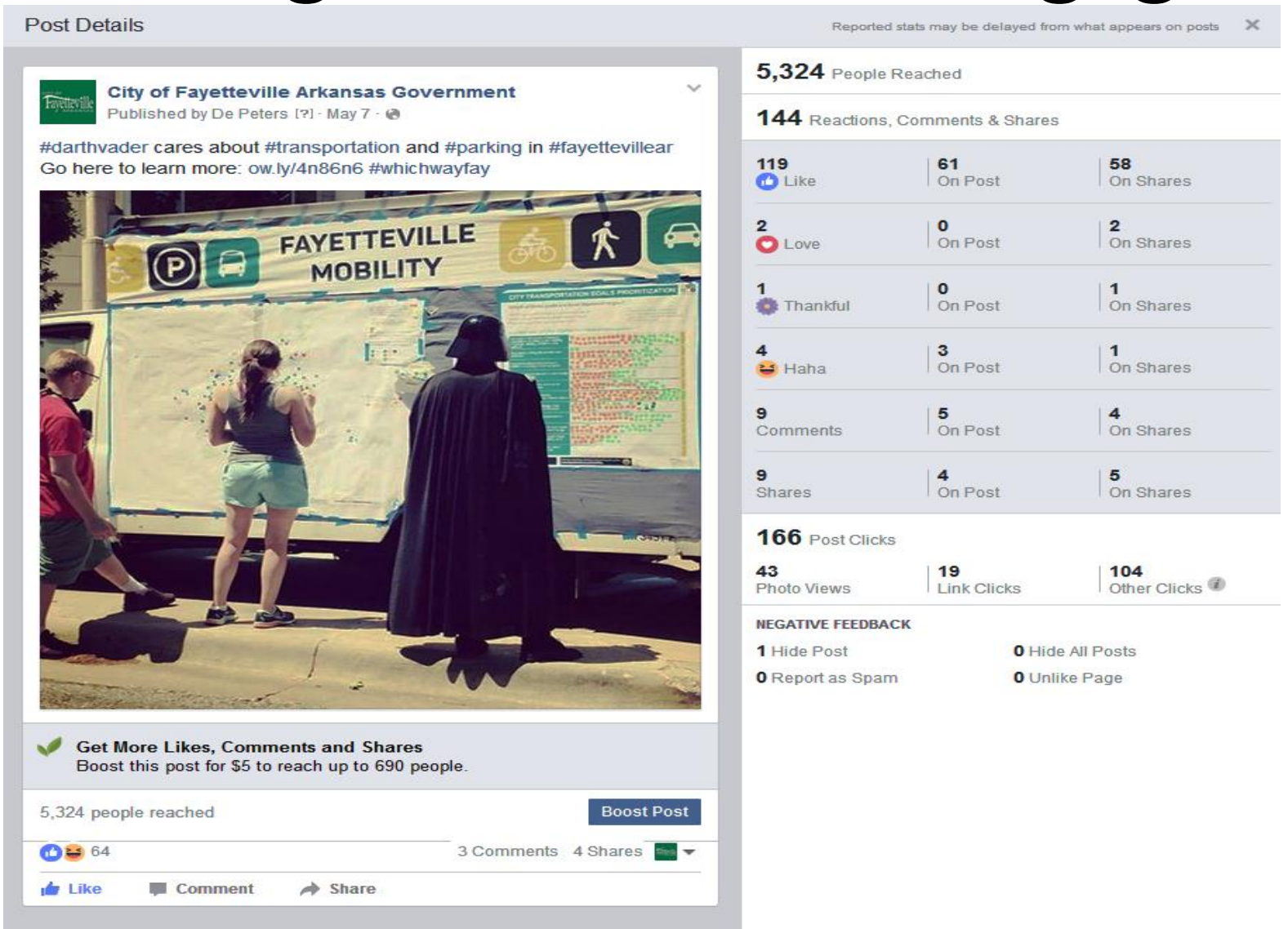
Fayetteville Mobility Plan
Email

Phone: 479-575-8206

Hours
Monday - Friday
8 a.m. - 5 p.m.

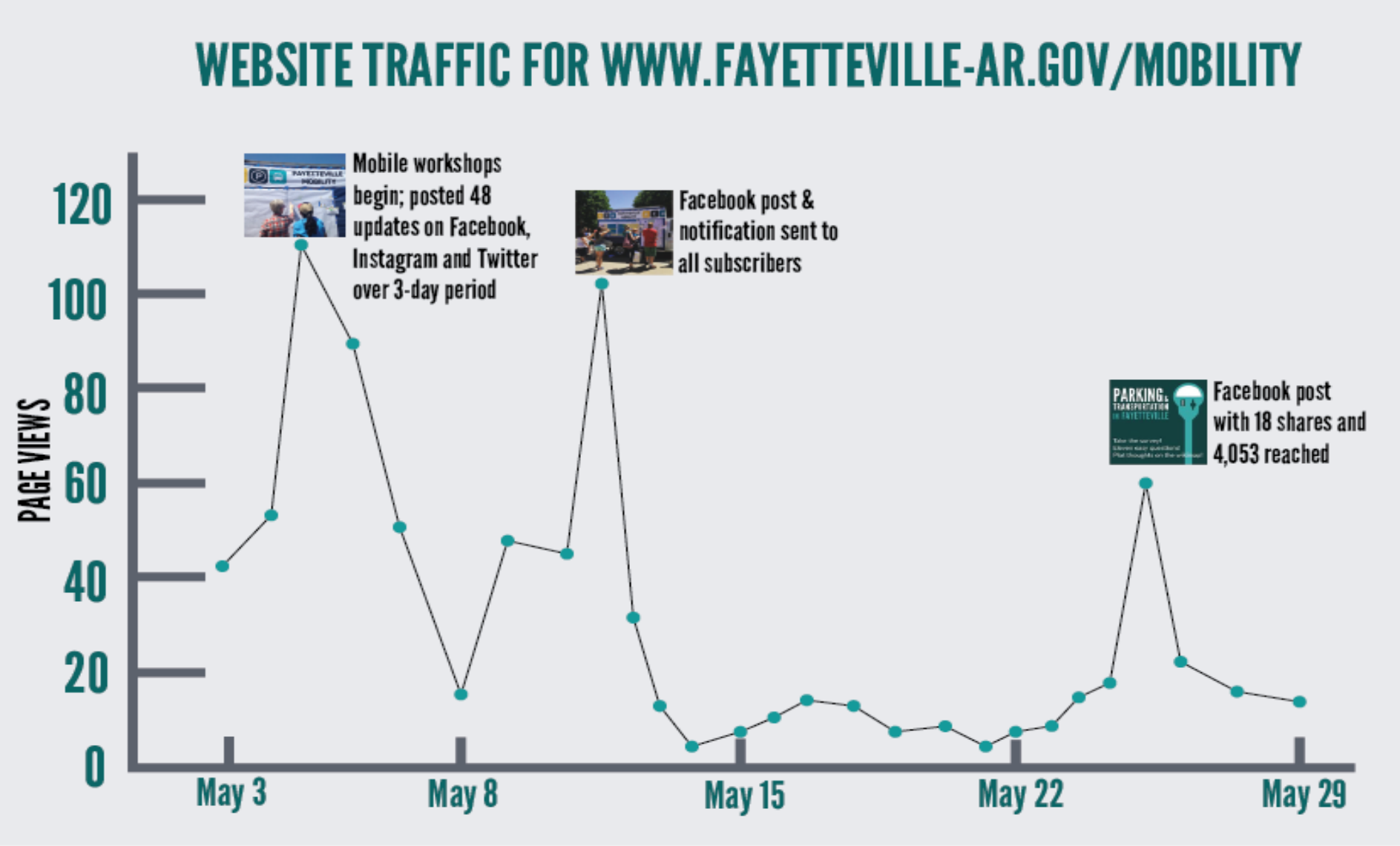
FAYETTEVILLE

Drive People to Your Web Site through Facebook to engage



FAYETTEVILLE

How Do You Measure Success? Analytics Don't Lie



FAYETTEVILLE

And don’t forget you still have citizens who need those utility bill stuffers!

snorton@fayetteville-ar.gov

Susan Norton

Director of Communications and Marketing

City of Fayetteville

www.fayetteville-ar.gov

FAYETTEVILLE

WORKING IN A SOCIAL WORLD

HOW MAYFLOWER USED SOCIAL MEDIA BEFORE, DURING, AND AFTER TWO MAJOR DISASTERS

Mayflower
ARKANSAS

Angela Patterson

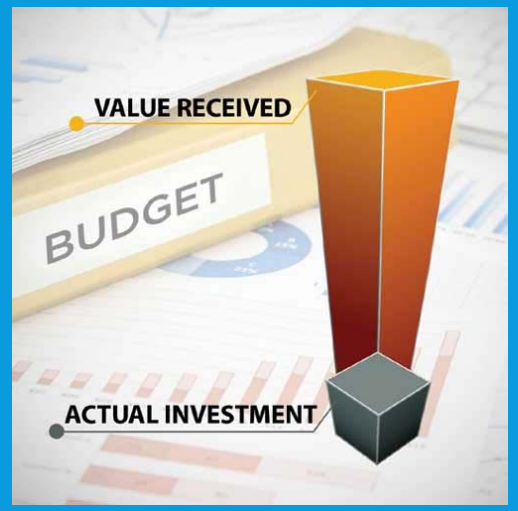
Communications Coordinator

angela.patterson@mayflowerar.org

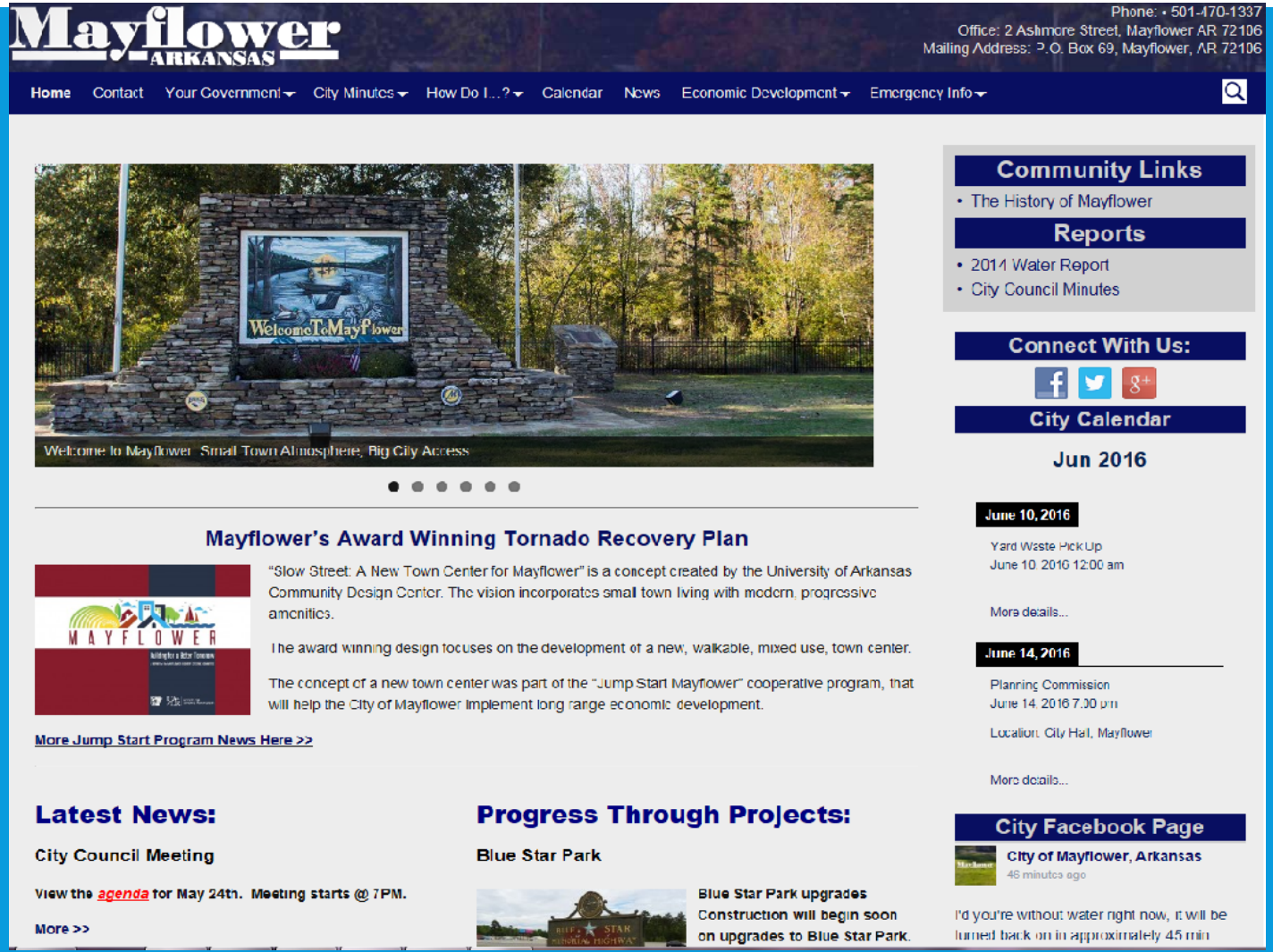
cityofmayflower@gmail.com

501-470-1337

http://cityofmayflower.com



"FREE!"



OUR FIRST FACEBOOK POST

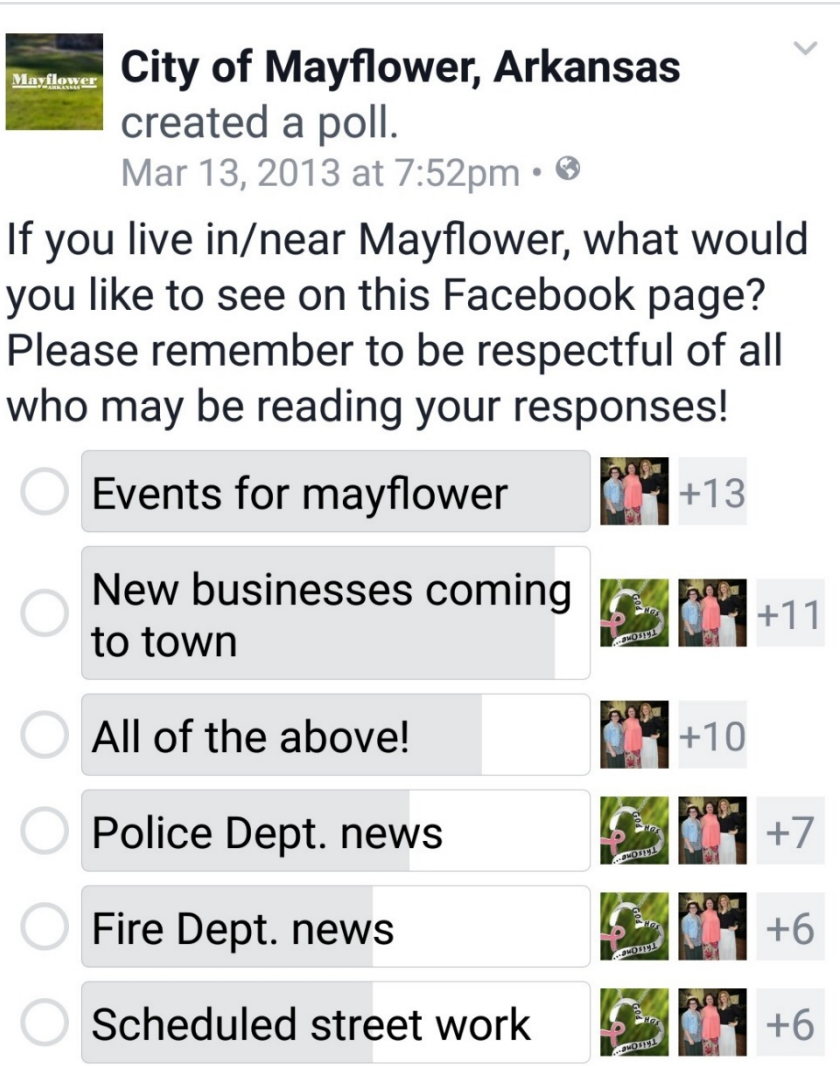
HOW DO I RESPOND TO THIS?!

PUBLIC INTERACTION

"Big Brother"

"toxic"

"Exxon"



"Pegasus"

"Mayor"

"oil"

"Keystone"

COMMUNITY SPIRIT

"Dodson said he was impressed with how well the first responders acted when informed of the spill, especially in keeping the oil out of Lake Conway.
"Being able to set up dams and dikes and booms in order to stop a bad situation from becoming worse was just like hitting a fastball," Dodson said.
"Everyone did what they were supposed to do to keep this thing contained.""

City of Mayflower, Arkansas
Sep 23, 2014 at 5:22pm •

Congressman Tim Griffin presented Mr. Jimmy Joe Johnson, Street Department Supervisor, with a statement in the Congressional Record, recognizing him for his swift actions to protect Lake Conway during the 2013 oil spill. Mayor Randy Holland was also present.

51 6 Comments 9 Shares

ExxonMobil Pipeline

Presorted
Standard Postage
PAID
EDDM Retail
Resident

Newsletter to the Mayflower Community

May 25, 2013

A Message from Mayor Randy Holland

Wednesday, May 29, 2013, will mark the two-month anniversary of the oil spill in the City of Mayflower. From the beginning my main concern was, and has continued to be, the safety of our community. The cleanup process has progressed rather smoothly thanks to the knowledge, leadership, and expertise of a number of people.

I want to thank first and foremost County Judge Allen Dodson, who from the beginning became our team quarterback, and also Sheila McGhee and the OES Staff. I want to express my appreciation to the citizens of Mayflower for their patience and understanding and to ExxonMobil and the state and federal agencies for their diligence, as well as the concern shown by our elected officials. Last but certainly most important to me is the overwhelming "can do" attitude shown by the City of Mayflower employees. We have all worked together like a great team.

I believe it speaks well of a community when an event like this occurs and the overwhelming response is positive. Mayflower will move forward, and there will become a time when we will look back on this experience and remember it as something that happened in the past.

WEBSITE AND FACEBOOK LINKED

OUR FIRST TWEET

#mayflowerar

HOT BUTTON TOPIC

We apologize for the inconvenience.

6 8 Comments 77 Shares

Like Comment Share

4,688 people saw this post Boost Post

Ever been stuck by the train? Of course you have!

If you've been sitting for **MORE THAN 15 minutes**, pull out your phone and call the railroad! You need to give them the following information for it to count:

* ANY identifying number from ANY box car,
* the date,
* the time and duration of the wait, ...

Continue Reading

85 11 Comments 154 Shares

Like Comment Share

4,970 people saw this post Boost Post

APRIL 27, 2014

You Retweeted

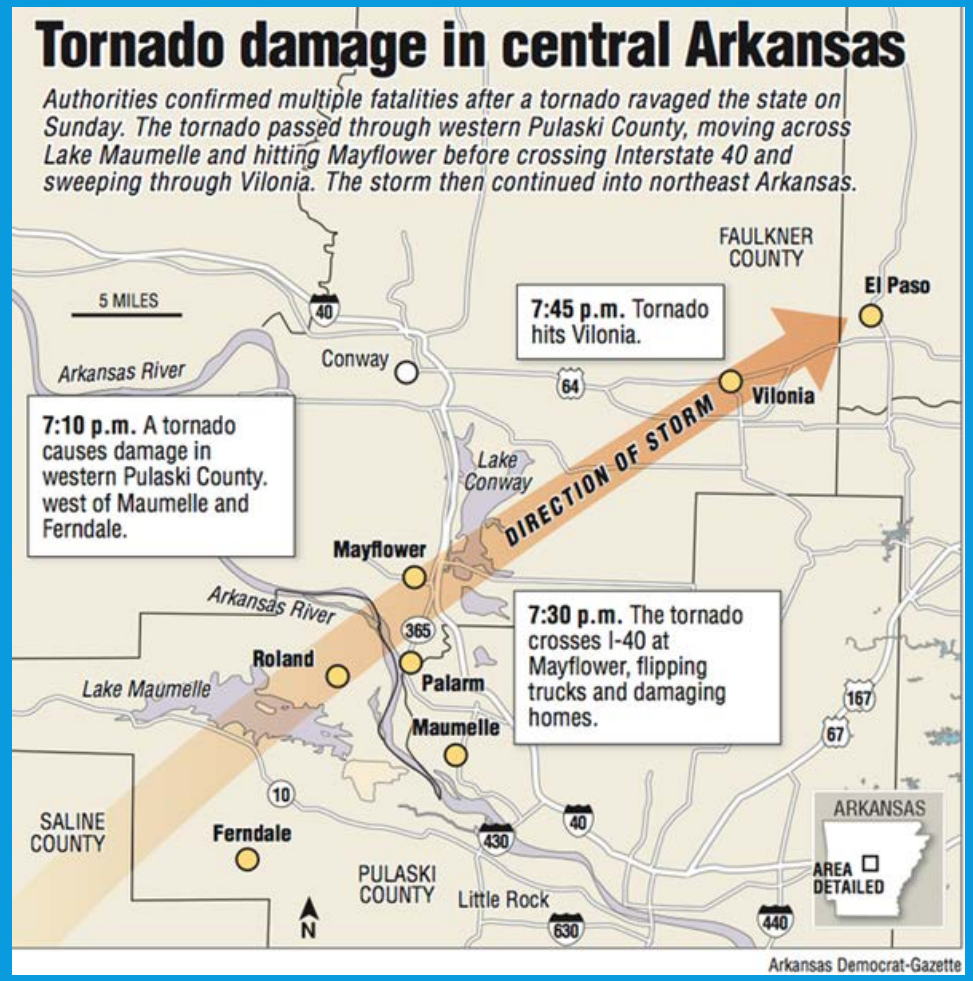
AHTD @AHTD · 27 Apr 2014

Severe weather in the forecast for today & tonight. Monitor weather conditions and be safe if you must travel. #arwx #artraffic

14 4

City of Mayflower @cityofmayflower · 27 Apr 2014

Move to your tornado shelters now, Mayflower!



APRIL 28, 2014

#ARtornado

You Retweeted

AHTD @AHTD · 28 Apr 2014

Faulkner Co: Emergency crews ask drivers not to use Hwy 365 in Mayflower as alternate route. Traffic at IDriveArkansas.com. #artraffic

9

You Retweeted

Mike Beebe @MikeBeebeAR · 28 Apr 2014

Governor Beebe has made a verbal request for a Federal Disaster Declaration for Faulkner County. 1.usa.gov/1iyLRV5 #arwx #ARtornado

31 10

You Retweeted

AR Human Services @ARHumanServices · 28 Apr 2014

If you are in Mayflower and and need a meal, go to the Mayflower Middle School. DHS & @AR_Emergencies have set up a feeding site

32 4

City of Mayflower @cityofmayflower · 28 Apr 2014

#Mayflower under curfew now until 7AM tomorrow morning. Those trying to enter without proper credentials will be detained.

1

You Retweeted

AHTD @AHTD · 28 Apr 2014

Faulkner Co: Emergency crews ask drivers not to use Hwy 365 in Mayflower as alternate route. Traffic at IDriveArkansas.com. #artraffic

9

MAY 2014

City of Mayflower, Arkansas
May 4, 2014 at 1:14pm •

ATTN: The following persons have relatives/friends looking for them.

Susan Shifler & David Elwood (Mary Chaffee from CA)
Debbie & Jim McDaniel (Kim Hinman from FL)
Shannon & Madison Greene " "

If you know them, please ask them to contact the person listed next to them in parentheses. Phone numbers and email address are available at City Hall.

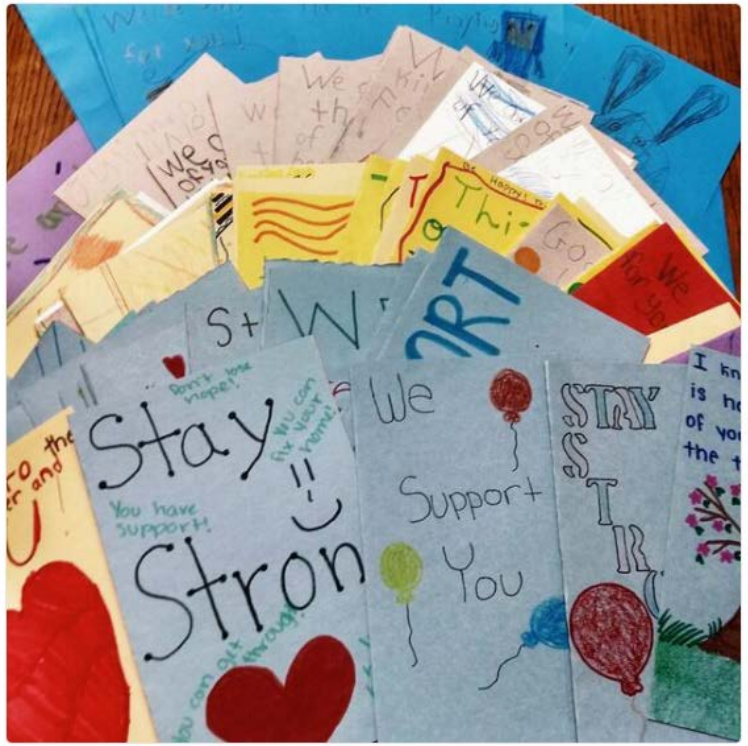
4 2 Comments 58 Shares

Like Comment Share

2,639 people saw this post **Boost Post**

City of Mayflower
@cityofmayflower

#precious cards from St. Agatha School in Milton, Massachussetts #arkansasstrong



11:35 AM - 21 May 2014

#REBUILDMAYFLOWERAR

City of Mayflower @cityofmayflower · 25 Jun 2015

Mayor Holland is presenting our Disaster Recovery Plan at the @ARMuniLeague Summer Convention today.

Mayflower Recovery Visualization

youtube.com

1 1

City of Mayflower @cityofmayflower · 22 Apr 2015

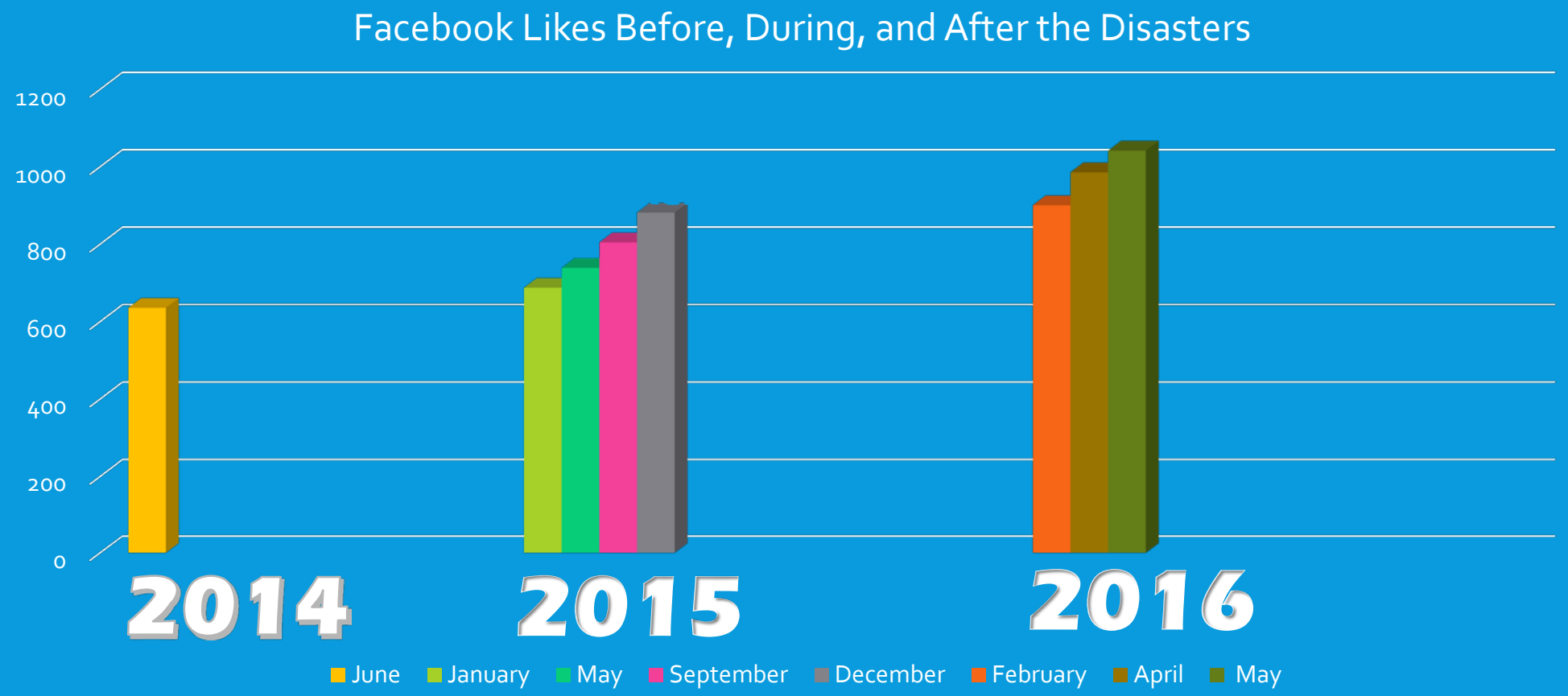
Mayflower Recovery Launch Plan 4-28-15 at 7PM #BuildingForABetterTomorrow cityofmayflower.com/recovery-plan-... @dbhowland @CAPDDorg @GatewayPlanning

1

City of Mayflower @cityofmayflower · 11 Feb 2015

Exciting projects are in the works for our city! #RebuildMayflowerAR

LIKES ON FACEBOOK



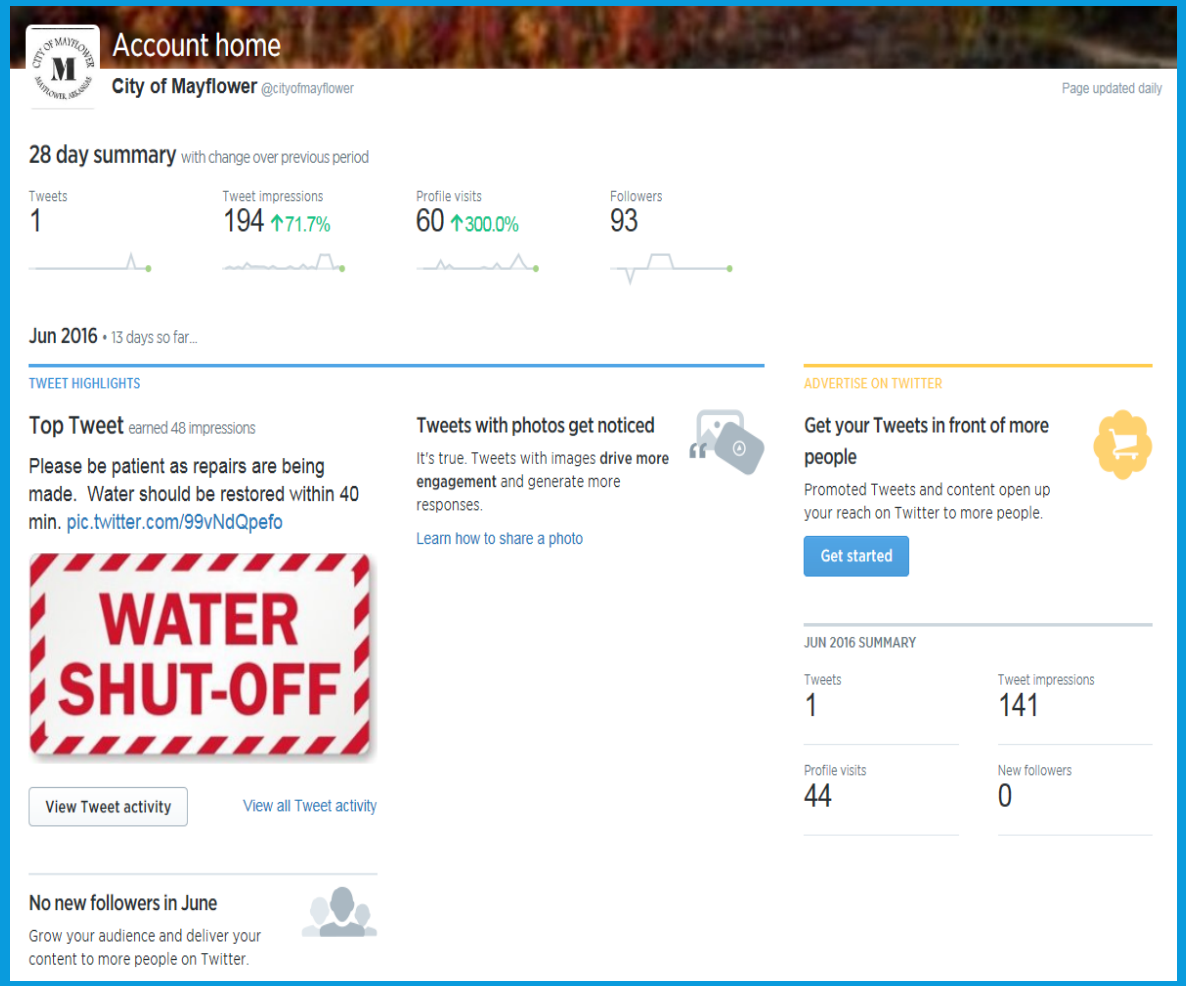
TWITTER PRESENCE

February 2014

Tweets | Top Tweets | Tweets and replies | Promoted

	Impressions	Engagements	Engagement rate
City of Mayflower @cityofmayflower · 6 Feb 2014 @f0t0g @THV11 #BeOn11 View Tweet activity	2	0	0.0%
City of Mayflower @cityofmayflower · 6 Feb 2014 @f0t0g @THV11 would love this! View Tweet activity	2	1	50.0%
City of Mayflower @cityofmayflower · 1 Feb 2014 @Metroplan Just trying increase our social presence! #rebrandingmayflower View Tweet activity	1	1	100.0%

June 2016



FACEBOOK DURING AN EMERGENCY

Provide up-to-date information by various organizations within one location

Simple to post information on basic needs, locating loved ones, requests for help, and volunteer information

http://facebook.com/MayflowerAR

EMERGENCY INFORMATION LINKS ADDED FOR:

- Utilities
- Sheltering
- Disaster Assistance
- Evacuation
- Transportation
- Health/Medical
- Preparation
- Pets/Animals

TWITTER DURING AN EMERGENCY

Immediate distribution with unlimited reach

Should be monitored to respond to misinformation

Use hashtags (#) for further reach

@cityofmayflower

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#CyberThreats

What?, How?, and Help!

Presenter

Dave Mims

CEO

davemims@sophicity.com

770-670-6940 x110

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What we will cover

1. **What?** - What do I need to know?
2. **How?** – How have some real cities been impacted?
3. **Help!** – Where is help!
4. **Take Aways**

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What?

What do I need to know?

- Passwords
- Virus Attacks
- Data Backup
- Security Updates
- Physical Security
- City Websites

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What? - Passwords

A study from a research company in California found:

- 1 out of 3 people had their passwords written down somewhere around their desk.
- Many used obvious passwords (child name, pet name, college mascot, birthdate, etc).
- Overall, researchers figured out passwords of half of the people in the study!

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What? - Passwords

SplashData's annual **Worst Passwords List**, compiled from over 2 million **leaked** passwords during the year, shows people continue putting themselves at **risk**.

1. 123456	**2. Password**	**3. 12345678**	**4. qwerty**	**5. 12345**
6. 123456789	7. football	8. 1234	9. 1234567	10. baseball
11. welcome	12. 1234567890	13. abc123	14. 111111	15. 1qaz2wsx
16. dragon	17. master	18. monkey	19. letmein	20. login
21. princess	22. qwertyuiop	23. solo	24. passw0rd	25. starwars

Remember, hackers are using **automated software** to look for holes. That automated software attempts common and weak passwords that are easy to crack.

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What? - Passwords

- Do not write passwords down and leave them visible
- Use a password on all devices (computer, laptop, tablet, phone, etc)
- Do not use obvious passwords. If your password is one from the top 25 worst passwords list, change it today!
- Use long passphrases or complex passwords consisting of a mix of letters, numbers, and special characters
- Do not save passwords to websites and applications
- Change passwords regularly
- Do not use the same password for all systems you access

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What? - Viruses

Computer viruses are **software programs** designed to spread and interfere. They will:

- **corrupt**, **delete**, and **steal** data
- use your access, email, social media, and messaging programs to **spread** itself
- hold your data hostage for **money** -- e.g. Ransomware!

Viruses can be disguised as attachments and links of, for example, funny images, greeting cards, online games, social media quizzes, or audio and video files.

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What? - Viruses

- Install **business class antivirus software** on <u>every</u> computer (e.g. desktop, laptop, tablet, and phone!)
- Audit antivirus software regularly confirming installation and definitions are **up to date**.
- Train staff on common sources of viruses: **email attachments**, **websites**, and **online software**

People install viruses! We choose to download them. We trust too much.

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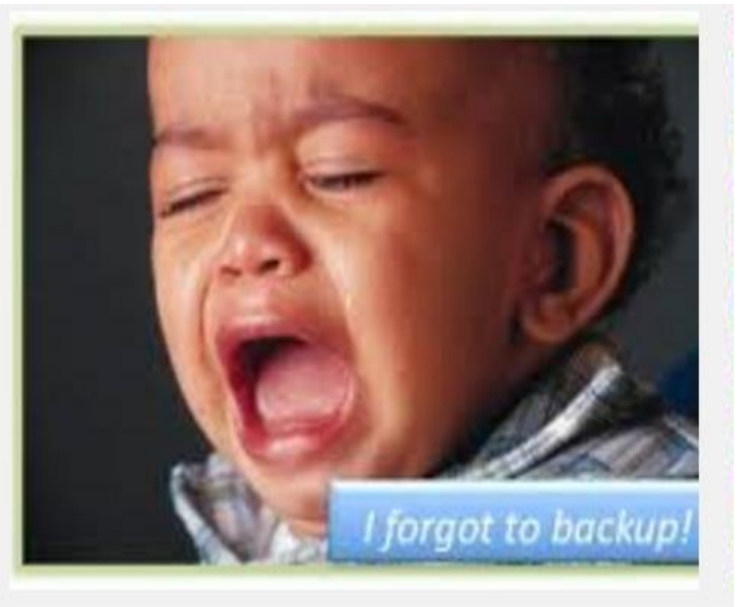
What? – Data Backup

Ask yourself these questions:

- **Are** we backing up our data?
- **What** data is critical to the city? All of it?
- **How** will the city be affected if data cannot be accessed for extended periods of time?
- **Who** needs to be recovered first?
- **When** did we last test recovering our data?
- **Why** am I worried?



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What? – Data Backup

- Perform onsite data backups of city data for **quick near recovery**. Time-to-recover should not be neglected.
- If the data is in question for backup, **back it up**.
- Perform offsite data backups to recover from **theft** or **disasters**.
- At a **minimum**, perform daily data backups.
- Ensure **no human** interaction is required.
- Have a plan for if there is a **disaster**.

Test your backups regularly! People choose to not test. We assume too much.

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What? – Security Updates

Studies show:

- Most cyber outbreaks can be prevented by keeping computers **up to date**
- Applications (like Adobe Reader and Java) are **more likely** to be exploited than Operating Systems (like Windows)
- Most people **ignore** messages on their computers about installing updates

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What? – Security Updates

- Let those updates and security patches **run!** Patch management is an essential element of cyber protection.
- As **vulnerabilities** are found, vendors create a fix and make a patch available, but those patches still have to be deployed.
- If you have servers, make sure an **IT resource** is updating them.
- Upgrade any application, operating system, and hardware that has reached **end of life**.

People ignore messages and warnings. We choose the risk. We are too impatient.

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What? – Physical Security

Don’t forget the old-fashioned way of stealing

- Protecting city data also involves protecting **physical equipment**
- Theft or a **disgruntled employee** can be just as harmful as a hacked computer
- Decommissioned servers and workstations may still have **sensitive data** on them
- Most compromised networks occur from someone **internal**

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What? – Physical Security

- **Lock computers** when away
- Ensure servers and network equipment are **locked up --** no direct access available
- Ensure external media (USB drives, backups, etc) are **locked up**
- Use **encryption** if possible
- Follow **password rules** identified earlier
- Have IT professionals **permanently and securely wipe** sunsetted equipment

People steal. We choose to allow access. We don't adequately secure our assets.

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What? – City Websites

Today, when someone is interested in knowing more about your community, **where do they go first?**

And if your city website does not reflect your community well, **what do they do?**

- Is our city website **modern**?
- Is our city website’s **content current**?
- Is our city website **secure**?

When did you personally last visit your city website? Could it be defaced and you **don’t even know it**?

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What? – City Websites

- Ensure the city website is hosted by a **reputable provider**
- Know **where** the city website is hosted
- Ask your website's host if they have been **audited** for potential risks by a third party
- Follow **password rules** identified earlier

People judge quickly. We choose how to make the first impression. We are too quick to settle for just *good enough* when it isn't really good enough.

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How?

How have some real cities been impacted?

These are not **headlines** in the news. These are real cities and examples of what is seen **daily**. Cyber attacks are **costly**, **destructive**, & **embarrassing** for cities.

City #1: Virus initiates $90,000 transaction!

City #2: Virus deletes financial data!

City #3: Virus hacks city website!

Ransomware: Again!

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How? – Virus $90K Xaction!

City #1: Real city that will remain anonymous.

- Finance officer gets a call from the city's bank.
- A transaction in the amount of **$90,000** was just attempted from her computer.
- Her computer was compromised by a virus. The virus allowed her computer to be **remotely controlled** by an outside party.
- Finance officer panicked. **What do I do?**

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How? – Financial data gone!

City #2: Real city that will remain anonymous.

- **Finance server** became infected with a virus.
- City's data backup system **failed** to recover the data. **No one** had ever **tested** the backups!
- **Financial data lost**!

Data loss has **increased 400 percent** since 2012, while 71 percent of enterprises are not fully confident in their ability to recover after a disruption.

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How? – Website hacked!

City #3: Real city that will remain anonymous.

- **Citizens** visiting **the city's website** found nothing but advertisements. The website had been hacked and **all content replaced** with advertisements.

- The hacker **infiltrated** the **utility billing system** thru the online bill pay.

Citizen computers could have been infected with spyware/malware after visiting the city website. **Citizen information** may have been stolen.

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How? – Ransomware again!

$$$

- A lot!
- Too often

The easiest way for a hacker to get in is when **someone lets them in** the door.

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Help!

1. Legislative Audit
2. Top 10 Most Common Legislative Audit Issues
3. AML's IT in a Box
4. AML's IT in a Box drives Legislative Audit Compliance

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Legislative Audit

Guidelines for **best practices and policies** to mitigate potential **information security risks.**

General Controls	Application Controls
• IS Management • Contract/Vendor Management • Network Security • Wireless Network Security • Physical Access Security • Logical Access Security • Disaster Recovery / Business Continuity	• Data Input • Data Processing • Data Output • Application Level General Controls

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Top Legislative Audit Issues

Top 10

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Top Legislative Audit Issues

10. **Physical Access Security** (risk: unauthorized access)

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Top Legislative Audit Issues

10. **Physical Access Security** (risk: unauthorized access)
9. **Offsite Backups** (risk: data loss and inability to operate)

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Top Legislative Audit Issues

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8. **Audit Log not enabled** (risk: no insight into who or what XA)

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2. **Remote Access Policy** (risk: unauthorized access)

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3. **Review Access Security** (risk: unauthorized access)
2. **Remote Access Policy** (risk: unauthorized access)
1. **Data Integrity** (risk: data changes outside of process or approval)

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AML's IT in a Box

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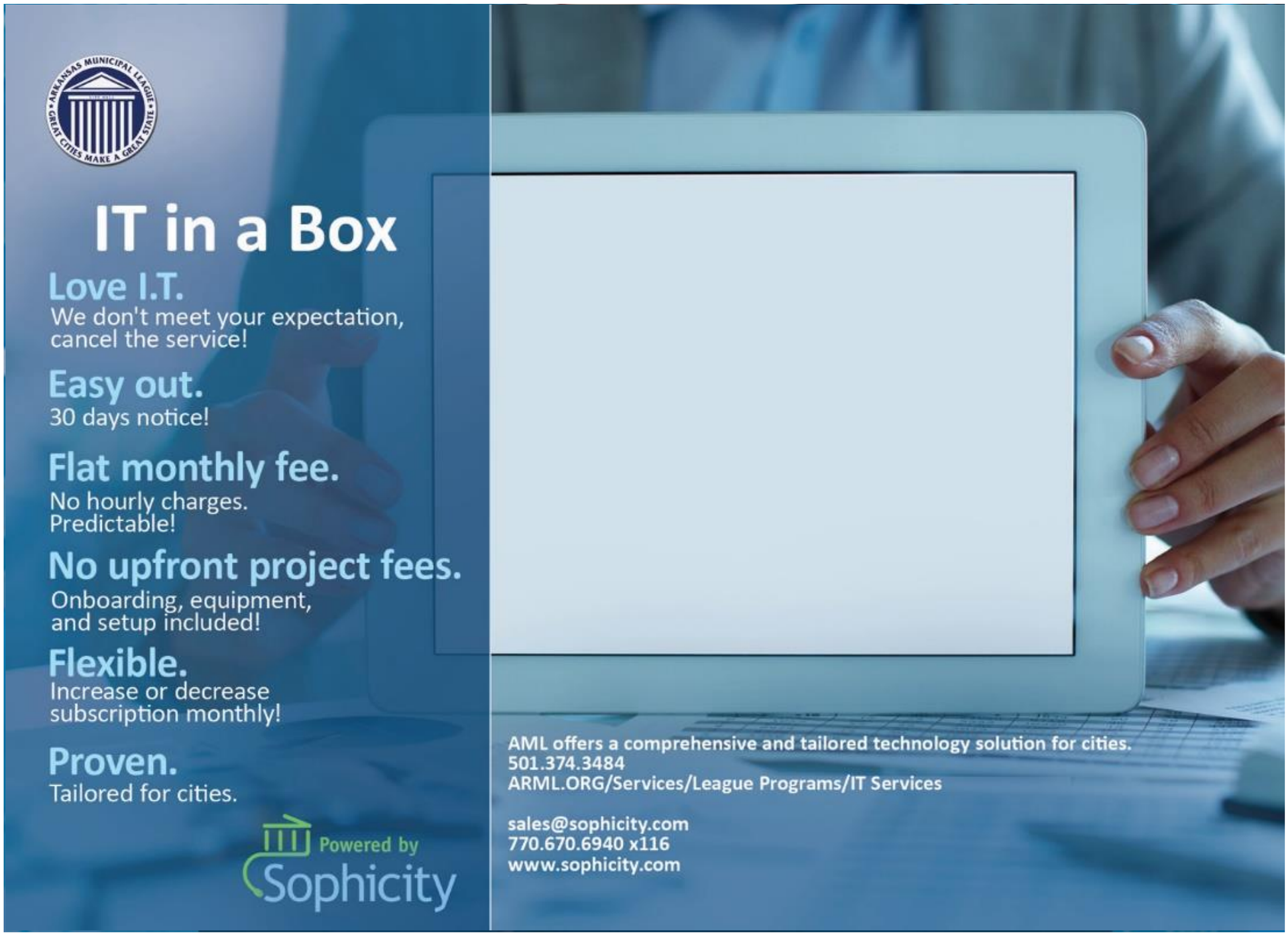
AML's IT in a Box



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Drive Leg Audit Compliance

AML's IT in a Box provides a **comprehensive** stack of technologies and services **tailored** to cities meeting federal, state, and local government **compliance**.

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AML's IT in a Box provides a **comprehensive** stack of technologies and services **tailored** to cities meeting federal, state, and local government **compliance**.

1. **Scorecard** provides compliance roadmap and measures compliance status.

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3. **Policies** are adopted. Technologies are deployed. Processes are implemented. Stabilization occurs. Compliance is reached. I.T. Operations Manual compiled.

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4. **Manage** ongoing. **Test** regularly. **Adapt** as technology changes.

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Recap

What? – We've covered 'What you need to know'?

How? – We've covered 'How some real cities have been impacted'?

Help! – We've covered 'Help from Legislative Audit and AML's IT in a Box'!

Know cyber crimes affect all cities, not just big ones.

Don't be an easy target. Don't be a victim. Don't be headline news. -- Take action! Be proactive!

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Take Aways

- Is our **city** at risk?
  - Cyber attack? Records/Data loss? Unauthorized Access (external or internal)? Erroneous changes? Website?

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Take Aways

- Is our **city** at risk?
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When you subscribe to **AML's IT in a Box**:

☑ Cyber protection is provided & proactively managed
☑ I.T. needs are addressed & proactively kept modern
☑ Legislative Audit compliance is met & proactively maintained

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I’m here all conference…

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Take Aways

We have **blogged** extensively on these topics at **Sophicity.com**, so leverage these **weekly** *to-the-point* and *in-plain-English* articles to bring **awareness** of the risks to your **staff**:

- Patch Management: A boring task that prevent scary threats
- 5 Reasons Your City is an Easy Target for Hackers
- Why Hackers' Jobs Got Even Easier in 2015
- Don’t Decommission Hardware Yourself—Call the Professionals
- Preparing for Cyberattacks in a Dangerous World
- You're Backing Up Your Data, But Can You Recover It?
- 5 Tips to Tackle Information Security from the Inside
- 5 Ways to Stop Hackers from Stealing Your City's Most Sensitive Data
- 5 Tips to Help Employees Avoid Clicking on Malicious Emails
- Why Is My Small City Considered a Cybersecurity Threat? Here's Why

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