

MEDIA RELATIONS

Mick Bullock, NCSL Public Affairs Director



WHAT DOES NCSL DO?

- Serves 7,386 legislators and more than 30,000 legislative staff.
- Provides non-partisan research & analysis.
- Links legislators with each other and experts.
- Speaks on behalf of legislatures in D.C.



2024 Legislative Summit



Aug. 5-7, 2024



NATIONAL CONFERENCE OF STATE LEGISLATURES

THE MEDIA



COMMUNICATION TRENDS

The Washington Post



THOMSON REUTERS



LAS VEGAS
REVIEW-JOURNAL

THE
HUFFINGTON
POST



The Times-Picayune



COMMUNICATION TRENDS



DRUDGE REPORT



THE
POLITICAL INSIDER



MOVEON

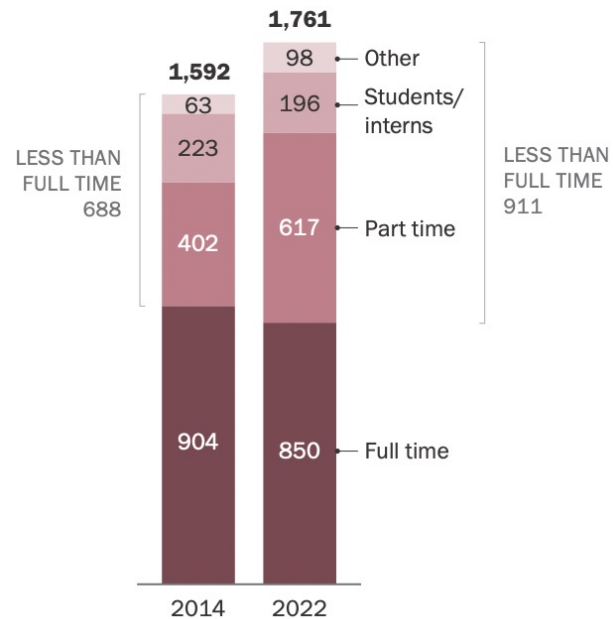


Y'all Politics
DAILY ROUND UP



COMMUNICATION TRENDS

Total number of U.S. statehouse reporters with each employment status



Statehouse reporter pool larger than in 2014, but with fewer full-time reporters.

Note: Figures from 2014 have been recalculated in this report so that session-only reporters are included in the full-time category. See the Methodology for further details.

Source: Pew Research Center data collected Sept. 23, 2021-March 11, 2022.

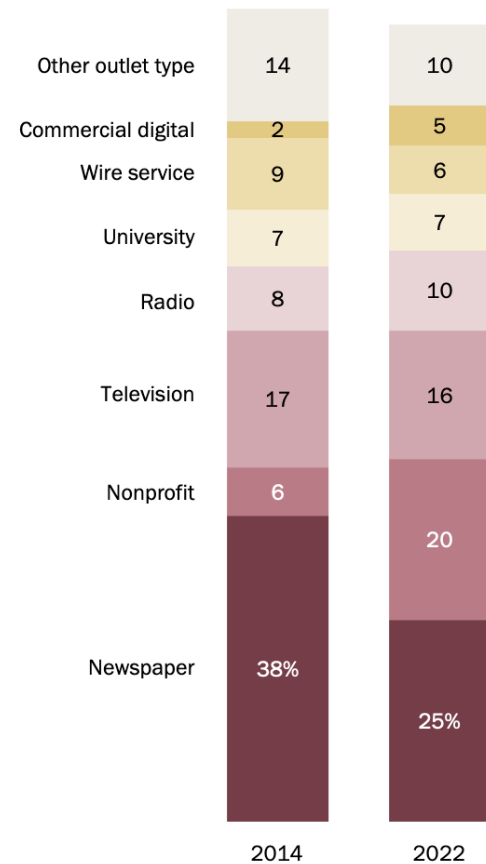
"Total Number of U.S. Statehouse Reporters Rises, but Fewer Are on the Beat Full Time"

PEW RESEARCH CENTER



COMMUNICATION TRENDS

% of U.S. statehouse reporters working at each outlet type



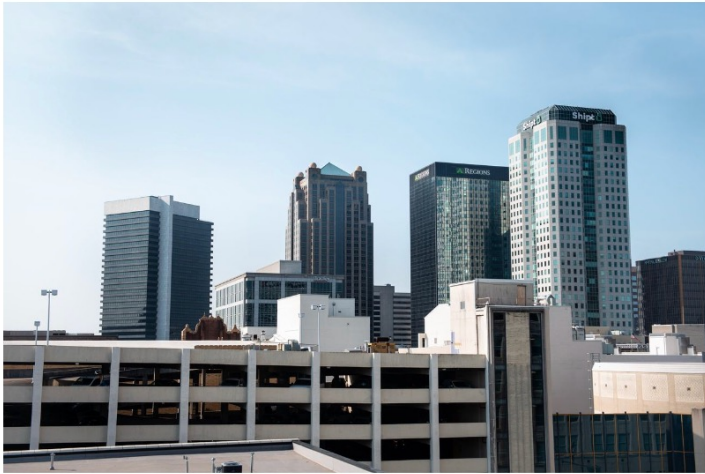
Nonprofits are now the second-largest employer of statehouse reporters, following newspapers.

COMMUNICATION TRENDS

♦ **WSJ NEWS EXCLUSIVE** MEDIA & MARKETING

Alabama's Three Largest Newspapers to Stop Printing Next Year

Advance Publications to make Birmingham News, Huntsville Times and Press-Register digital-only



The print readership of the three Alabama newspapers has been shrinking rapidly. A view of downtown Birmingham, Ala.

PHOTO: ANDI RICE FOR THE WALL STREET JOURNAL

BRAND PROTECTOR



BRAND PROTECTOR



MEDIA RELATIONS



MEDIA RELATIONS

- Offer “on background” briefings for complex issues/legislation.
- Build a relationship.
- Assemble a local and state press list for yourself.



MEDIA RELATIONS



State Senator Kayse Jama

Senate District 24 (D-East Portland)
Native land of Multnomah, Wasco, Cowlitz, Kathlamet, Clackamas, Bands of Chinook, Tualatin Kalapuya, Molalla,
and many other tribes that made their homes along the Columbia and Willamette Rivers

PRESS RELEASE

FOR IMMEDIATE RELEASE
March 7, 2022

Contact: Kien Truong
sen.kaysejama@oregonlegislature.gov

State Senator Kayse Jama Reflects on 2022 Legislative Accomplishments

SALEM, Oregon - Last Friday, the legislature ended its 2022 regular session after passing historic legislation promoting access and equity in education, supporting healthy communities across Oregon, strengthening workforce protections and advancing Oregonian's economy, supporting immigrant and refugee communities, encouraging sustainability, and improving public safety by addressing issues in the criminal justice system.

State Senator Kayse Jama (D-Portland) played a critical role in the introduction and the passage of much of the groundbreaking legislation passed during the February session. His 2022 legislative accomplishments include:

1. Investing \$400M to support homeownership, increase affordable housing and address houselessness (**HB 5202**)
2. Ensuring renters rights and access to cooling while preparing Oregon for the next heat wave (**SB 1536**)
3. Establishing universal legal representation in immigration proceedings (**SB 1543**)
4. Reducing racial disparities in traffic stops and creating the Justice Reinvestment Equity Program (**SB 1510**)
5. Extending basic worker protections and ensuring fair compensation for farm workers (**HB 4002**)
6. Strengthening workforce protections and worker injury compensation (**HB 4138, SB 1513**)
7. Funding wealth building opportunities for economically marginalized communities (**SB 1579**)
8. Updating racist and xenophobic immigration terminology in Oregon state laws (**SB 1560**)
9. Providing compensation for wrongly convicted persons (**SB 1584**)
10. Expanding in-state tuition eligibility for Afghan refugees (**SB 1522**)

"I am very proud of the historic and remarkable work that the Oregon legislature and my office were able to accomplish during the 2022 session," said Senator Jama, "from expanding access to cooling technologies for Oregon renters to addressing systemic inequalities within our criminal justice system, the work we have done over the past month will improve the lives of all Oregonians."

Sen. Jama has released a fact sheet detailing a full list of 2022 legislative accomplishments which can be found at oregonlegislature.gov/Jama.

###

- Press releases are still a thing.
- Video updates.
- Weekly legislative updates to local newspaper and social media.



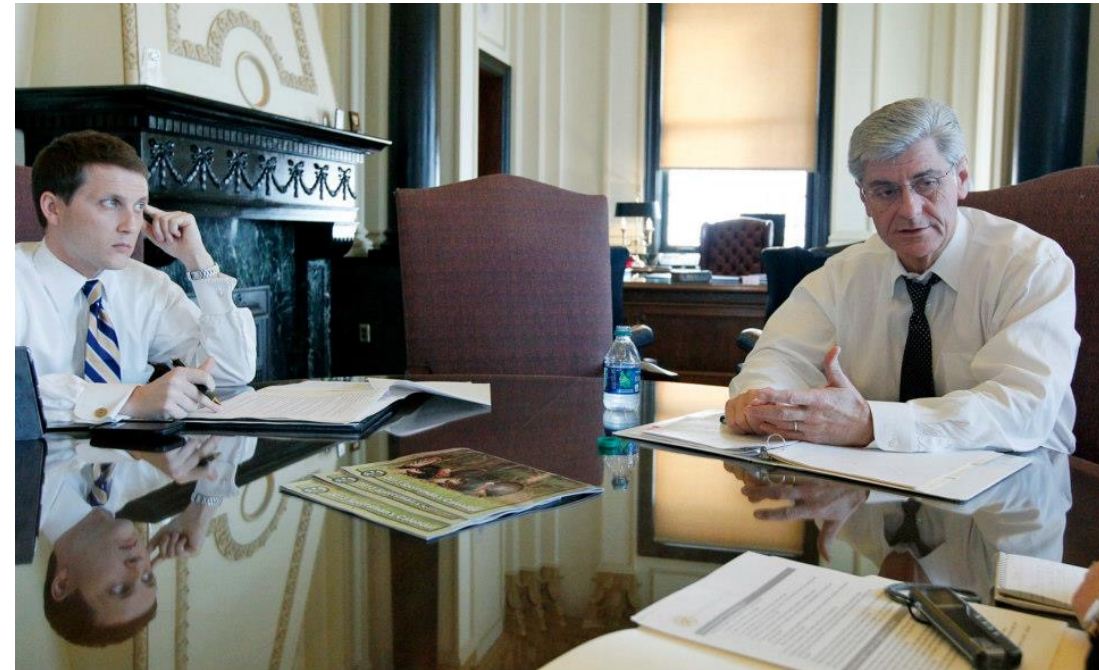
MEDIA TACTICS



MEDIA TACTICS AND TERMINOLOGY

As an Interviewee You Have the Right to:

- ✓ Know the topic
- ✓ Know the format
- ✓ Buy time
- ✓ Have time to answer the question
- ✓ Correct misstatements (on site)
- ✓ Use notes
- ✓ Record the interview



MEDIA TACTICS AND TERMINOLOGY



As an Interviewee You Do Not Have the Right to:

- ✓ Know the questions in advance
- ✓ See the story in advance
- ✓ Change your quotes
- ✓ Edit the story
- ✓ Expect your view be the only view
- ✓ Demand article be published

MEDIA TACTICS AND TERMINOLOGY

The Irrelevant Questioner (Goin' fishin')

- Series of obvious questions.
- Going back to a certain question again and again.

Machine Gun Questioning

- Interruptions, foot tapping, jittery eye movement, snowballing interview speed.

The “Golden Pause”

- Uncomfortable silence -- who will break first?



MEDIA TACTICS AND TERMINOLOGY

The Irrelevant Questioner (Goin' fishin')

- Series of obvious questions
- Going back to a certain question again and again

The Loaded Preface

- “Given the fact that the industry and the general public is overwhelmingly against the committee’s position on this, why do you keep trying?”

Machine Gun Questioning

- Interruptions, foot tapping, jittery eye movement, snowballing interview speed

The “Golden Pause”

- Uncomfortable silence -- who will break first?



MEDIA TACTICS AND TERMINOLOGY

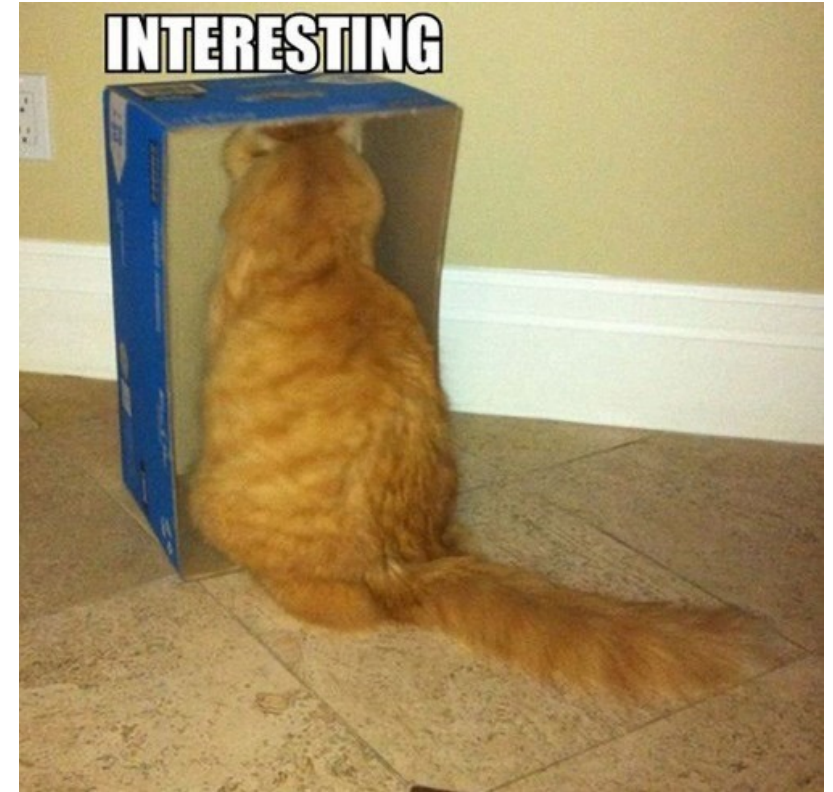
A Reporter's Lexicon

- **Off the record:** Material may not be published or broadcasted.
- **Not for attribution:** Information may be published, but without revealing identity of the source.
- **Background:** Usually means not for attribution. Confirm with reporter.
- **Deep background:** Usually means off the record. Make sure it does.

MEDIA TACTICS AND TERMINOLOGY

Rule of Silence

- Never say (or write) anything to a journalist you don't want to read in the newspaper, see on television or hear on the radio.



INTERVIEW TIPS



INTERVIEW TIPS



- **Buy preparation time if possible**
- **Talk Slowly! (for more accurate quotes)**

INTERVIEW TIPS

- **Establish an “interview setting”**
 - ✓ Clear your desk
 - ✓ Close the door
- **Use notes**



INTERVIEW TIPS



- **Keep Jacket, Tie, Make-up, Jewelry at work**
 - ✓ Dark = Thin
 - ✓ No tight patterns

INTERVIEW TIPS

- **Ask if looking into the camera**
- **Don't 'Mick Jagger' the mic**



INTERVIEW TIPS

Key Messages Structure

- One thought per sentence
- Clear, concise
- Compelling & passionate
- Soundbite / Quote

INTERVIEW TIPS

Blocking and Bridging

- Don't ignore or evade the question.
- Address the topic of question.
- Asked about a problem, talk about a solution.
- Never say “no comment,” but explain why you can't.



INTERVIEW TIPS

Blocking and Bridging

- "I think what you're really asking is..."
- "That speaks to a bigger point..."
- "Let me put that in perspective..."
- "What's important to remember, however..."
- "The real issue here is..."
- "I don't know about that...But what I do know is..."
- "What you're asking is..."
- "Just the opposite is true..."
- "That's false..."



Feat.: Speaker Robin Vos (WI)

INTERVIEW TIPS



Feat.: Speaker Chris Welch (IL)

"Anything Else You Want to Add?"

- “The most important thing to remember is...”
- “The real issue is...”
- “I’ve talked about a lot of things. It boils down to these three things...”
- “Let me make one thing perfectly clear”

TOP 4



1. Keep calm and carry on.
2. Remember your brand!
3. It's public.
4. Utilize Social Media.

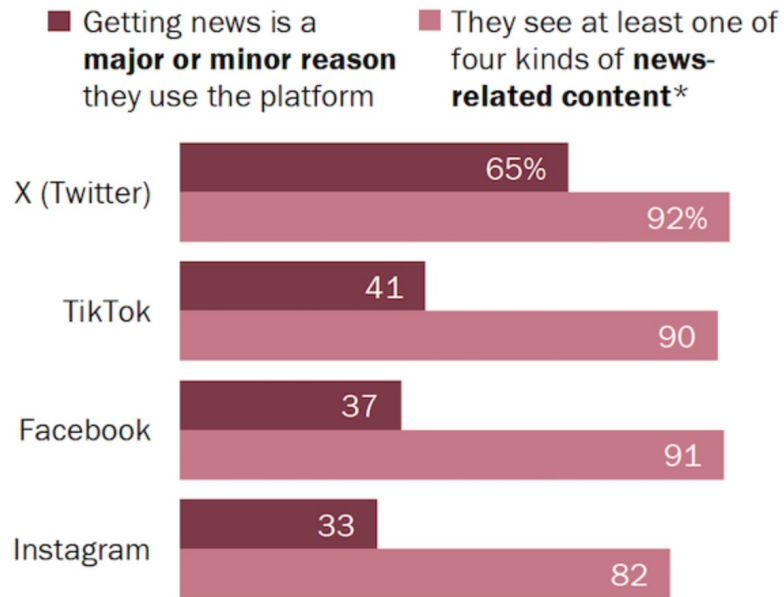
NAVIGATING SOCIAL MEDIA AS A LEGISLATOR

Mick Bullock, NCSL Public Affairs Director



COMMUNICATION TRENDS

*% U.S. **users** of each social media platform who say ...*



- Most see some kind of news on social platforms, though fewer cite news as a reason for using them.

* Users of each platform were asked if they ever see funny posts that reference current events, news articles, opinions about current events, or information about a breaking news event.

Source: Pew Research Center survey of U.S. adults conducted March 18-24, 2024.

"How Americans Get News on TikTok, X, Facebook and Instagram"

COMMUNICATION TRENDS

% of U.S. adults who say they ever use ___ by ...

AGE	GENDER	RACE & ETHNICITY	INCOME	EDUCATION	COMMUNITY	POLITICAL AFFILIATION
Ages 18-29		30-49		50-64		65+
Facebook		67	75	69	58	
Instagram		78	59	35	15	
LinkedIn		32	40	31	12	
Twitter (X)		42	27	17	6	
Pinterest		45	40	33	21	
Snapchat		65	30	13	4	
YouTube		93	92	83	60	
WhatsApp		32	38	29	16	
Reddit		44	31	11	3	
TikTok		62	39	24	10	
BeReal		12	3	1	<1	

Note: Respondents who did not give an answer are not shown.

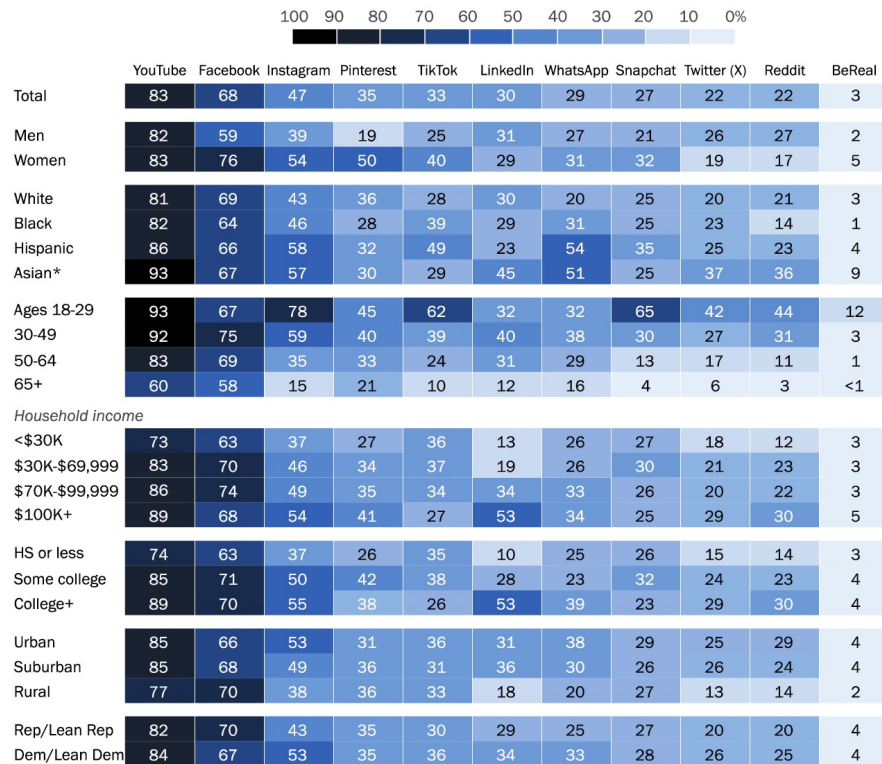
Source: Survey of U.S. adults conducted May 19-Sept. 5, 2023.

Usage of the major online platforms varies by factors such as age, gender and level of formal education.



COMMUNICATION TRENDS

% of U.S. adults who say they **ever** use ...



* Estimates for Asian adults are representative of English speakers only.

Note: White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanic adults are of any race. Not all numerical differences between groups shown are statistically significant. Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted May 19-Sept. 5, 2023.

"Americans' Social Media Use"

PEW RESEARCH CENTER

How use of online platforms – such as Facebook, Instagram or TikTok – differs among some U.S. demographic groups.

WHO'S ON SOCIAL MEDIA?

Of Elected Officials:



53% are on Facebook

67% are on X (Twitter)

The image displays two social media profiles side-by-side. On the left is the profile of Speaker Bob DeLeo, a verified account (@SpeakerDeLeo) with 2,098 following and 12.9K followers. His bio identifies him as the Massachusetts House Speaker representing Winthrop and Revere. On the right is the profile of Senator Ferrell Haile, a verified account (@HaileforSenate) with 224 following and 1,656 followers. His bio identifies him as a Christ follower, husband, and proud father, currently serving as Speaker Pro Tempore and Senator for the state of Tennessee. Both profiles include profile pictures, bios, location, website links, and follower counts. The background of the profiles shows various images related to their legislative roles and personal lives.

WHAT TO POST? IT DEPENDS ON WHERE



- It depends:
 - ✓ What's your message?
 - ✓ Who is your audience?

WHAT TO POST WHERE:

- **On Facebook:** Live Videos, Events, Curated Content (Ads), Webinars.
- **On X (Twitter):** Live Updates, Member News, Engagement.
- **On Instagram:** Storytelling, Behind-the-Scenes, High Resolution Photos.
- **On LinkedIn:** Jobs, Legislature News, Staff Achievements.



The screenshot shows a Twitter thread. The top tweet is from Speaker Tim Moore (@NCHouseSpeaker) posted 1 hour ago. It includes a profile picture of Speaker Moore and text stating that North Carolina is among the top states attracting residents from elsewhere in the U.S., with a link to a CBS Newsroom article. Below the text is a photo of a road lined with trees. The tweet has 4 replies and 2 retweets. The bottom tweet is from Senator Steve Santarsiero (@SenSantarsiero) posted 47 minutes ago. It includes a profile picture of Senator Santarsiero and text inviting people to a virtual 'Caregivers Resource & Support Event' on Tuesday, December 8th at 12:30 p.m. The tweet features a large graphic with the senator's name and the event details, along with a photo of hands clasped together. It also includes a link to the event's Zoom information. The thread is labeled 'Show this thread'.

Speaker Tim Moore @NCHouseSpeaker · 1h
"North Carolina among top states attracting residents from elsewhere in U.S." @CBJnewsroom

The Republican-led General Assembly returns in January to build on the pro-jobs economic policies that are driving this successful growth in our state. bizjournals.com/charlotte/news... #ncpol

BUZZ: NC among top states a
A quick look at everything you
news headlines to weather, tra
bizjournals.com

4 2

Feat.: Speaker Tim Moore (NC)

Steve Santarsiero @SenSantarsiero · 47m
Want to learn more? RSVP for my virtual Caregivers Resource and Support Event on Tuesday, December 8th, where you'll hear from AARP about these benefits available for caregivers.

State Senator Steve Santarsiero
presents a virtual
Caregivers Resource & Support Event
Tuesday • December 8
12:30 p.m.

To receive the Zoom information to participate in this event,

Virtual Caregivers Resource & Support Event - Senator Steve Santars...
Please join us for a virtual Caregivers Resource & Support Event.
Experts from the Pennsylvania Department of Aging, Bucks County ...
senatorstevesantarsiero.com

Show this thread

Feat.: Sen. Santarsiero (PA)

WHAT TO POST? DON'T FORGET!

- Repeat & Cross – Communicate.
- Stop & Think: Quality over Quantity.
- Post What Matters: Crisis Comms, Constituent Engagement.
- What's Annual? Holidays, Sessions, Budget.



Melanie Levesque @Melanie4Senate · 1h

There will be many great things to come for you Sara! Thanks for your amazing work!!!



Sara Persechino @SaraPersechino · Dec 1

On the Eve of Organization Day wanted to take a moment to experience. It has been an honor to work w/ so many to make the li



Feat.: Sen. Levesque (NH)



Senator Jane Nelson @SenJaneNelson · 1h

Especially grateful for our first responders! 🙏



@LewisvillePD @LewisvillePD · Dec 1

Ofc. Thompson was presented with a Life Saving Award for his quick thinking during a deceased person call. By continuing chest compressions and following protocols for resuscitation, medics were able to revive the subject during transport to the hospital. Thank you Ofc. Thompson!

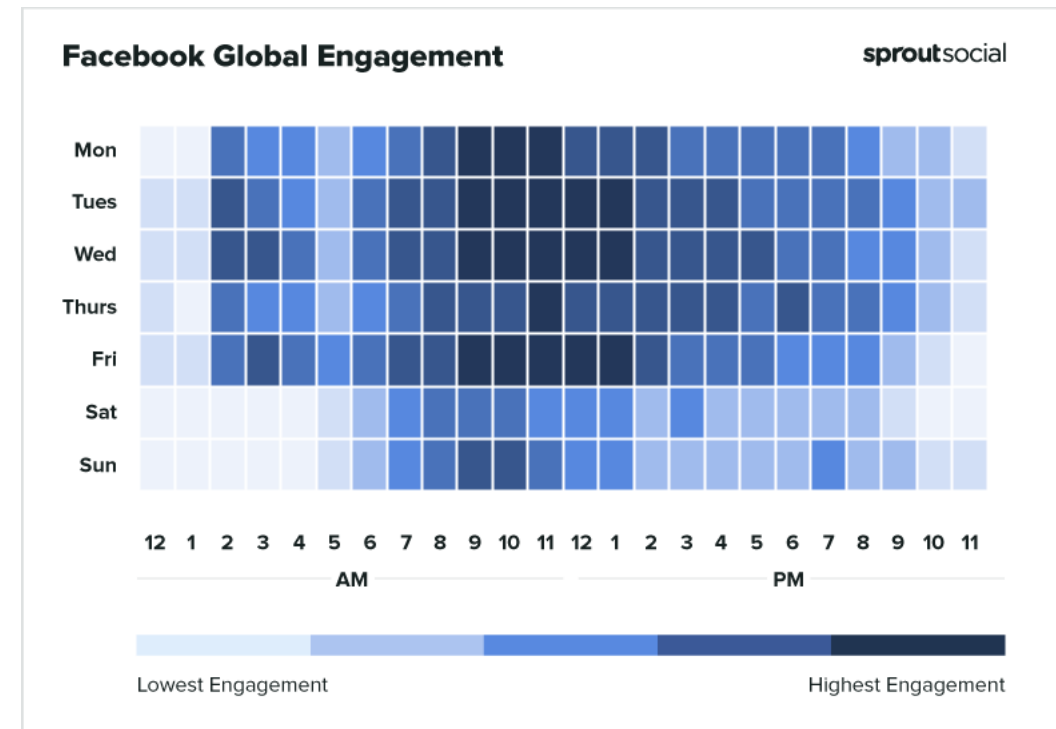


Feat.: Sen. Nelson (TX)



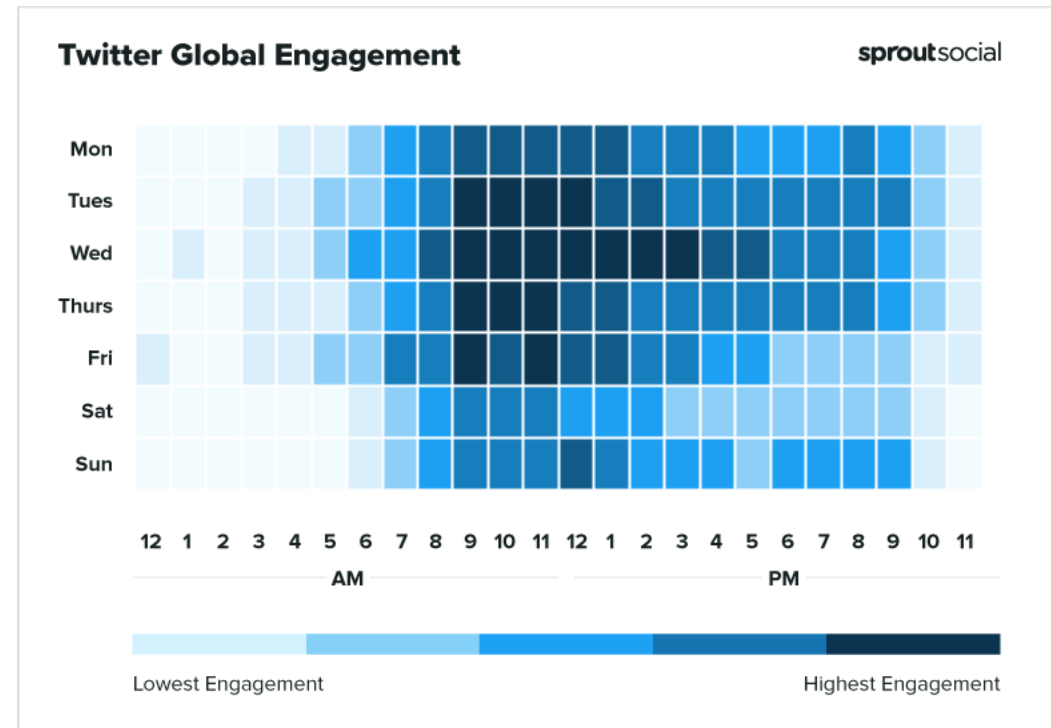
WHEN DO YOU POST?

- On Facebook:
 - Day: Weekdays
 - Time: Morning to Mid-Day



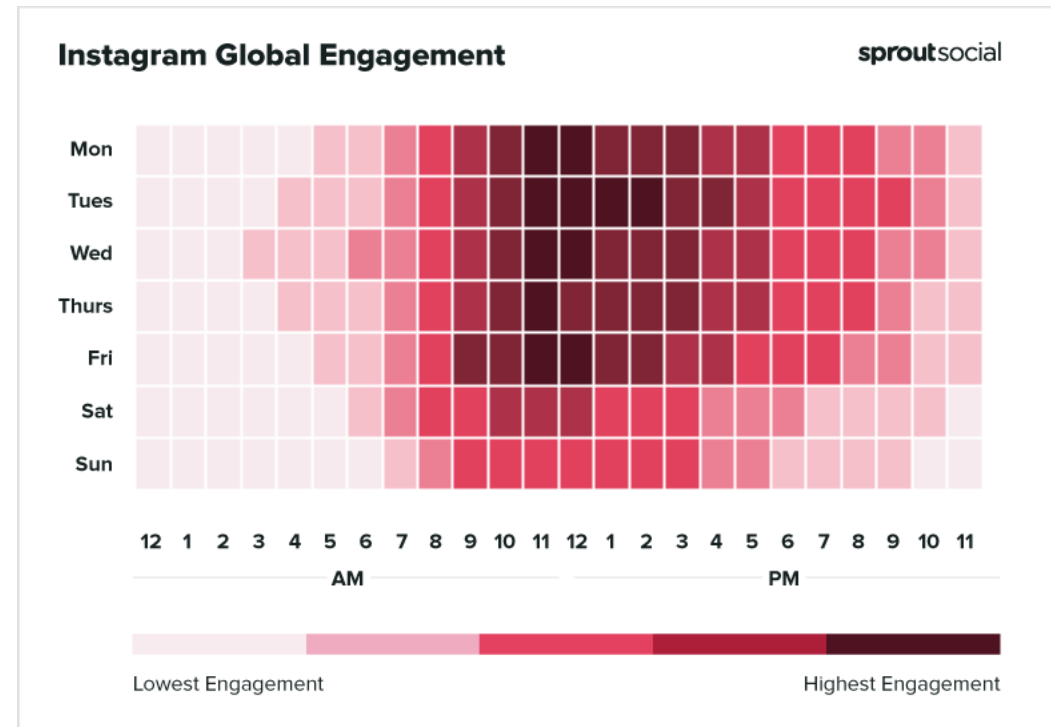
WHEN DO YOU POST?

- On X (Twitter):
 - Day: Mid-Week
 - Time: Mid-Day



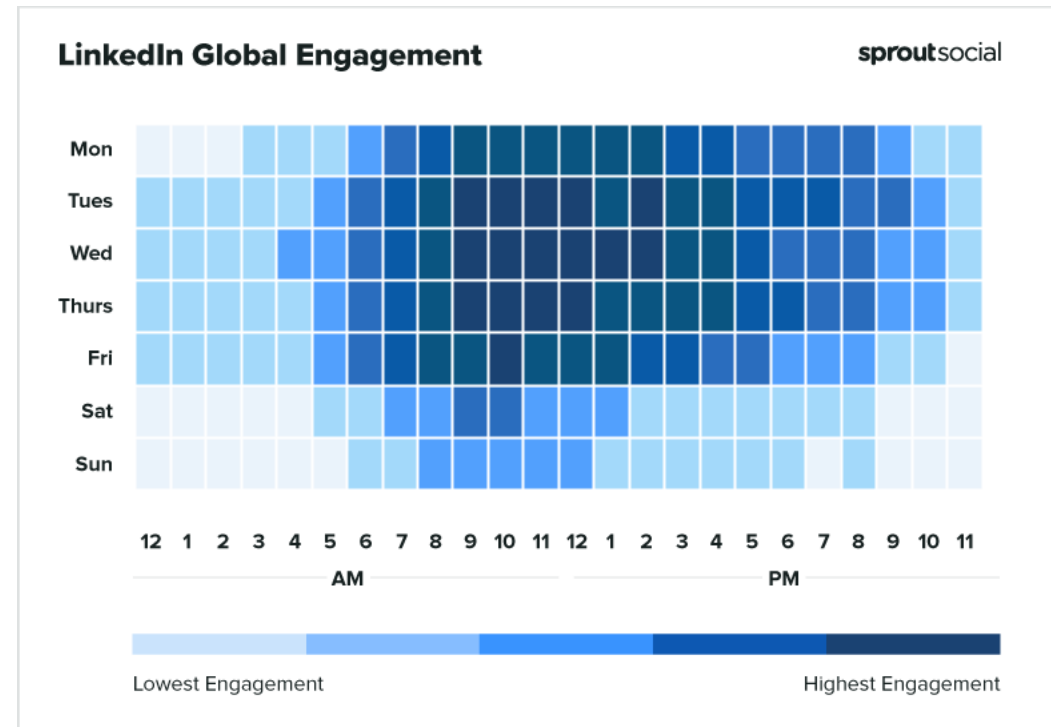
WHEN DO YOU POST?

- On Instagram:
 - Day: Weekdays
 - Time: Lunchtime



WHEN DO YOU POST?

- On LinkedIn:
 - Day: Weekdays
 - Time: Morning to Mid – Day



POLL: HOW DO YOU PLAN YOUR SOCIAL MEDIA?



FACEBOOK TIPS: CONTENT

- Limit Characters: 80 characters.
- Photos: Up to 4X Engagement.
- Tools: Livestreaming.
- Frequency: Less is More.
- Capacity: Schedule Ahead.



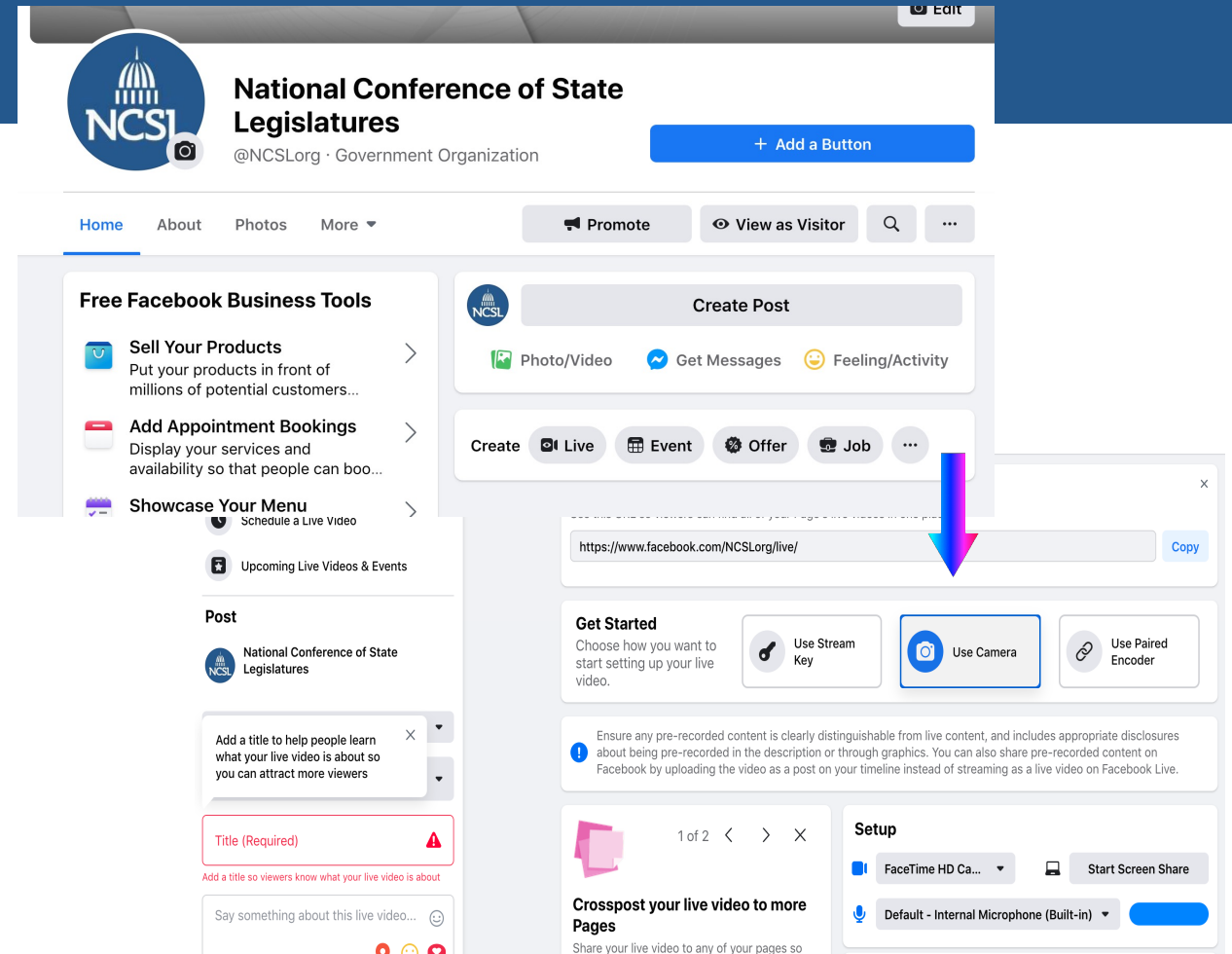
Feat.: California Senate Democrats



Feat.: Indiana House Republicans

FACEBOOK TOOLS: LIVESTREAMING

- Best For: Public Forum(s), New Resources, Major Updates.
- Where: Your Facebook Page!
- Benefits: Video Events, Cross Posting, Streaming Software.
- Limits: 24 Hour Limit.
- Also Available On: Instagram, Tik Tok.



TRICKS: 3RD PARTY BROADCAST(S)

- Other Platforms: Periscope, Zoom, Vimeo.
- Other Free Tools: Restream, Broadcast Me.
- Paid Options: BeLive, StreamYard.



TIPS: X (TWITTER) CONTENT

- Limit Characters: 240 or Less.
- Photos: 150% Increase in Retweets.
- Frequency: Every 1 – 2 Hours, Daily including Weekends.
- Capitalize on Partnerships.

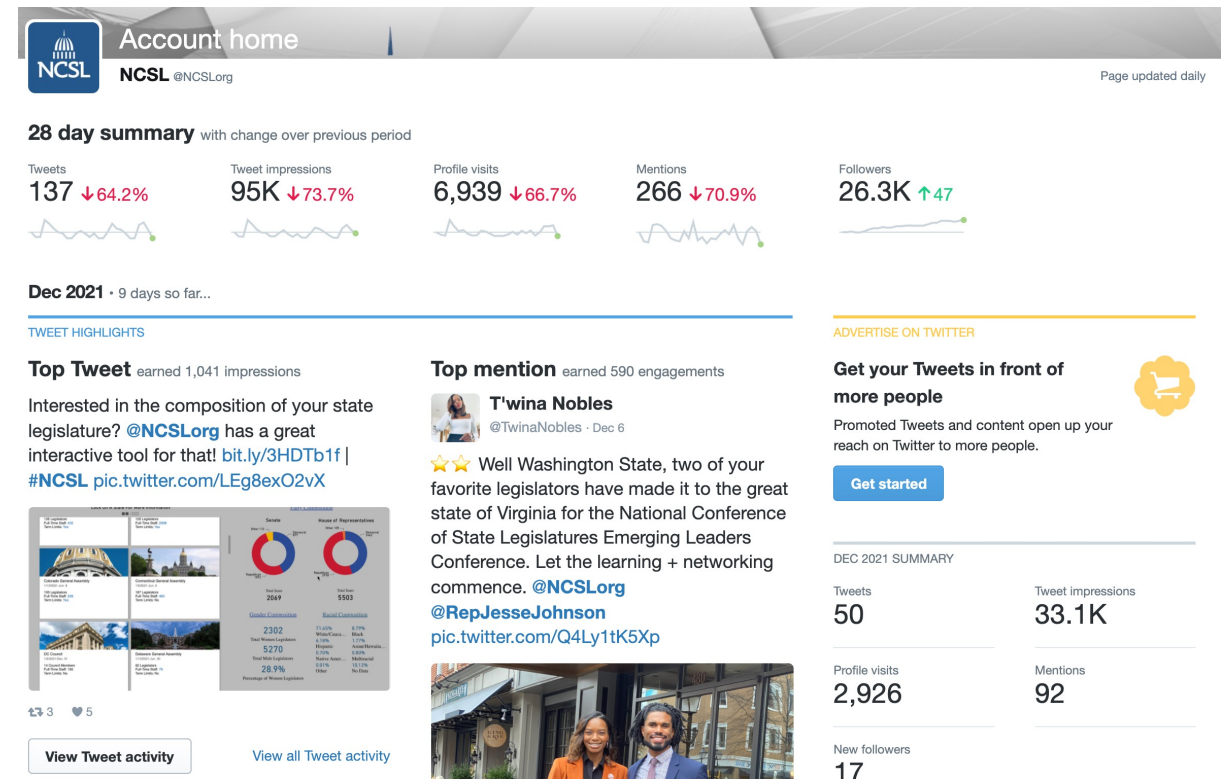


Feat.: Sen. Michael Testa (PA)



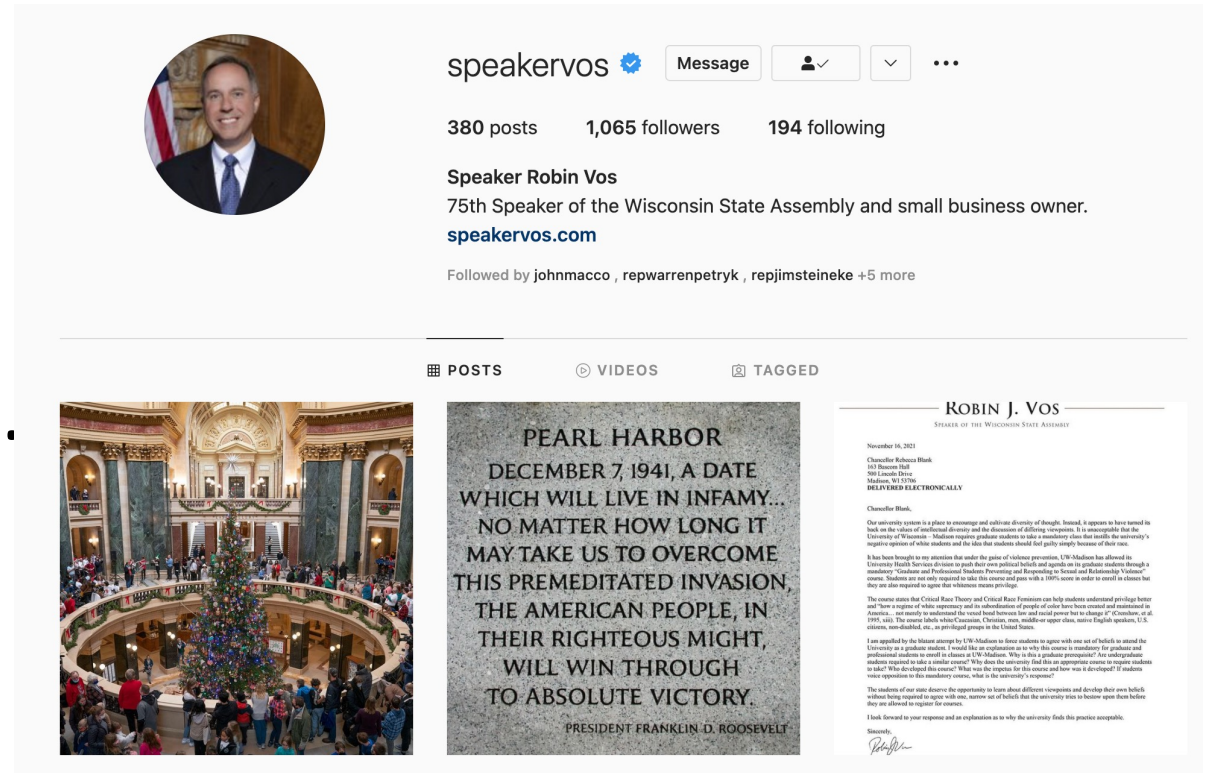
TRICKS: 3RD PARTY METRIC(S)

- Best For: Short – Term or Monthly Analysis.
- Where: Left – Hand Menu.
- Benefits: Graphs, Top Posts, Engagements.
- Limits: 28 Days or Less.
- Also Available On: All Platforms.



TIPS: INSTAGRAM CONTENT

- Bio: Brand, Hashtag, URL.
- Feed Limit: 2,200 Characters.
- Utilize the Story.
- Rethink Hashtags.
- Capitalize on Partnerships.



Feat.: Speaker Robin Vos (WI)



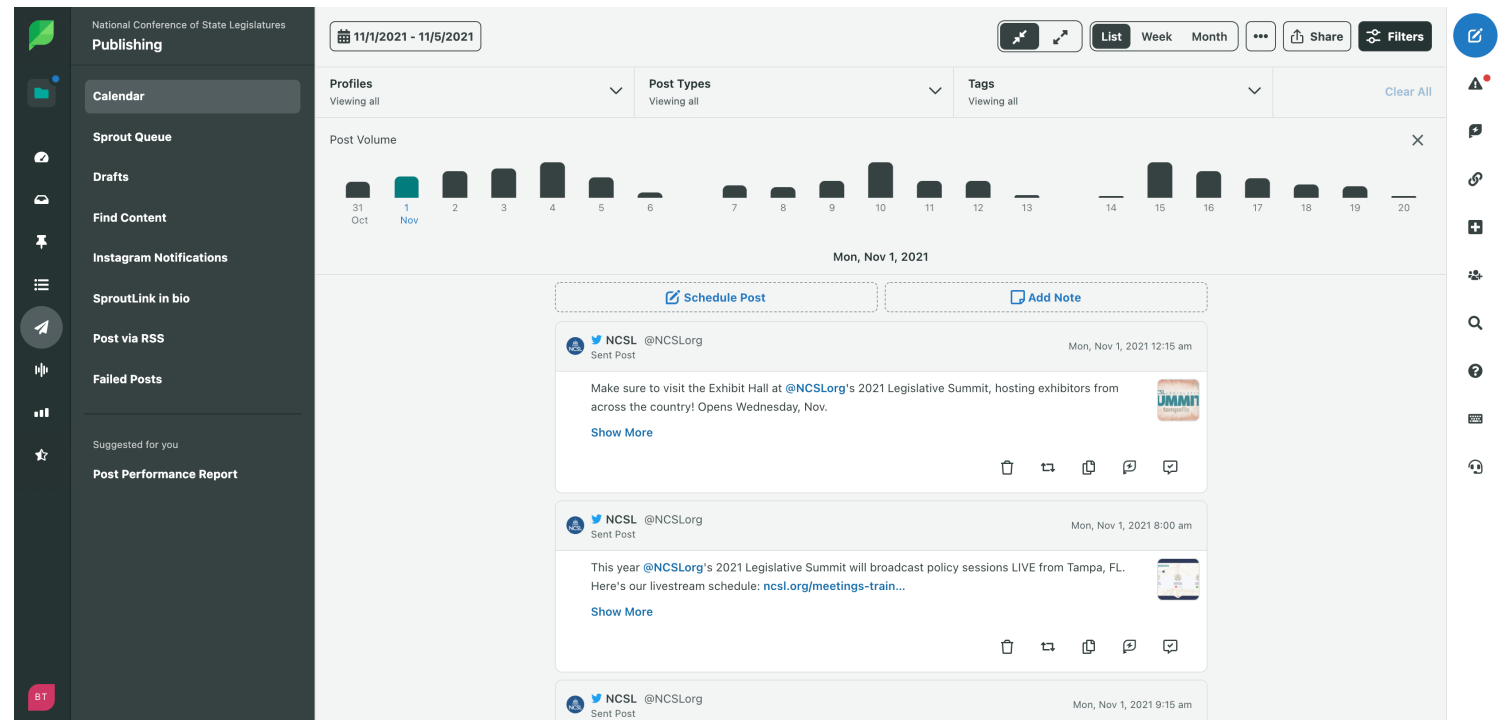
INSTAGRAM TOOL: SCHEDULING

- Best For: Instagram, Stories & Facebook
- Where: Business Suite
- Benefits: Optimal Times
- Limits: 3 Months or Less
- Also Available On: X (Twitter), Tik Tok

The screenshot displays the 'New post' interface for scheduling content. On the left, the 'Placements' section shows 'National Conference of State Legislatures' and 'ncslorg' selected. The 'Text' field contains a promotional message about AR Rep. Carlton Wing, including a link. The 'Media' section shows a placeholder for a 1080 x 1920 image. The 'Location' field is optional. On the right, the 'Facebook' tab is active, showing a 'Customize your Facebook post' section with a 'Facebook text' field containing the same promotional message. Below this, there are options for 'Call to action' (Get messages) and a 'Link preview' for the provided URL. At the bottom right, there are buttons for 'Boost post', 'Optimal times', and 'Publish'. A preview of the post on a desktop news feed is shown on the far right, featuring the NCSL logo and the headline 'State Legislatures News'.

TRICKS: 3RD PARTY PLATFORM MANAGER(S)

- Best For: 3+ Platforms, Metrics.
- Uses: Analytics, Engagements, Mass Uploads.
- Suggested: Sprout Social, HootSuite.



TIPS: LINKEDIN CONTENT

- Limit Characters: 240 or Less.
- Photos: 150% Increase in Retweets.
- Frequency: Every 1 – 2 Hours, Daily including Weekends.
- Capitalize on Partnerships.



Feat.: Speaker Paul Renner (FL)

LET'S MAKE A PLAN:

- What Kind of Plans?
 - Special Events
 - Short-Term: Daily, Weekly
 - Long-Term: Annual or Calendar

Day	Time MT/ET	Priority	Title	Live or Rec.	Platform	Post Language	Graphic	Notes
Pre-Promotion Schedule:								
Week of Oct. 4	DONE	Priority	Press Release: 2021 Legislative Summit (#1)		Media List			
Week of Oct. 11	DONE		Sessions Highlights		Twitter Instagram			
Week of Oct. 11	DONE		Town Hall with Gene and Tim		Facebook	What is Summit? Benefits for Members		
Week of Oct. 18	DONE		Sessions Highlights		Twitter Instagram			
Week of Oct. 18	DONE		Town Hall with Kate, Natalie, Erica		Facebook	Major Sessions Policy Preview		
Week of Oct. 25	DONE		Sessions Highlights		Twitter Instagram			
Week of Oct. 25	DONE		Sessions Highlights Summit Logistics		Twitter Instagram			
Week of Nov. 1	Friday, Nov. 5	Priority	Press Release: Live Stream Sessions (#2)		Media List			
Week of Nov. 1	Friday, Nov. 5	Priority	Press Release: Officers (#3)		Media List	New Officers		
Pre-Event Coverage:								
Sunday, October 31								
	8:00 AM		Public Affairs Plan: Week of November 29					
	12:15 AM		Contacts: Mick Bullock mick.bullock@ncsl.org Berkeley Teate Berkeley.teate@ncsl.org					
Holiday: None								
Travel: None								
	8:00 AM	Priority	Press: Dec. 15 Press Avail					
	9:00 AM	Priority	Broadcasting: A Look Ahead – CLS					
	9:30 AM		Podcast:					
	10:00 AM		Monday: Podcast					
	10:35 AM		Tuesday: Legislative News					
	10:35 AM		Wednesday: A Look Ahead – CLS					
	10:30 - 11:30 AM	LIVE	Thursday: Fiscal					
	10:30 AM		Friday: General Updates					
	10:30 AM		Monday, December 6:					
	10:30 - 11:30 AM		Press: Dec. 15 Press Avail					
Social Media – Twitter:								
New OAS Podcast Episode								
Town Hall Promotion:								
* Tune In 🎧 Have states wrapped 2021 special sessions? We speak to @NCSLorg's Center for Legislative Strengthening this Wednesday at 12:45 PM ET. #NCSL https://fb.me/e/1i0EqQMrE								
* Tune In 🎧 What's the state of legislative operations? Hear from @NCSLorg's Center for Legislative Strengthening this Wednesday at 12:45 PM ET. #NCSL https://fb.me/e/1i0EqQMrE								
* Tune In 🎧 VA & MN are the only split legislatures in the U.S. What's the significance? Don't miss our broadcast this Wednesday at 12:45 PM ET. #NCSL https://fb.me/e/1i0EqQMrE								
Webinar:								
* WEBINAR How are legislators working with county officials to improve early childhood? OH Sen. @StephanieKunze & Rep. EmiliaSykesOH weigh in Tuesday, Dec. 7 at 1 PM ET: https://bit.ly/3rpCsc6								
Social Media – Facebook:								
New OAS Podcast Episode								
Social Media – LinkedIn:								
* How are legislators working with county officials to improve early childhood? Learn first – hand from OH Sen. @StephanieKunze & Rep. EmiliaSykesOH on Tuesday, Dec. 7 at 1 PM ET. Register Today! https://bit.ly/3rpCsc6 #NCSL								

Tuesday, December 7:

Social Media – Twitter:

SLN:

- * What key factors encouraged the passage of the bill?
- * As of Dec. 1, 9 states have passed bills related to the bill.
- * Would you accept a job in the legislature, what is your top priority?

2021 State Legislative Session

Webinar: (10 / 12 PM ET)

* WEBINAR | How are legislators working with county officials to improve early childhood? OH Sen. @StephanieKunze & Rep. [EmiliaSykesOH](#) weigh in Tuesday, Dec. 7 at 1 PM ET:

Town Hall Promotion:

- * Tune In 🎧 Have states wrapped 2021 special sessions? We speak to @NCSLorg's Center for Legislative Strengthening this Wednesday at 12:45 PM ET. | #NCSL <https://fb.me/e/1i0EqQMrE>
- * Tune In 🎧 What's the state of legislative operations? Hear from @NCSLorg's Center for Legislative Strengthening this Wednesday at 12:45 PM ET. | #NCSL <https://fb.me/e/1i0EqQMrE>
- * Tune In 🎧 VA & MN are the only split legislatures in the U.S. What's the significance? Don't miss our broadcast this Wednesday at 12:45 PM ET. | #NCSL <https://fb.me/e/1i0EqQMrE>

Social Media – Facebook:

Meet former RI Sen. Gary Donovan at the Capitol Building. Inside 'State Legislature'.

Social Media – LinkedIn:

What key factors encouraged the passage of the bill by the Biden administration?

Read the full story by Erin Hynes.

#NCSL

Wednesday, December 8:

Broadcasting: A Look Ahead

Tuesday, December 7:

Social Media – Twitter:

SLN:

- * What key factors encouraged former RI Sen. Gayle Goldin to accept a Sr. Advisor role at @WB_DOL? Inside 'State Legislatures News': <https://bit.ly/3ltiIAI> | #NCSL
- * Would you accept a job with @MajorLeagueFish if you weren't a seasoned angler? Meet AR Rep. @CarltonWing, "lured" into politics after decades on the water. <https://bit.ly/3daVTxa>
- * Don't miss @NCSLorg's "Staff Snapshots" – where we ask #legislativestaff about their roles in the legislature, what inspires them and more! #NCSL <https://bit.ly/3l8BeYT>

2021 State Legislative Sessions:

- * As of Dec. 1, 9 states and Washington, D.C. are in 2021 regular or special sessions. Bookmark @NCSLorg's calendar for regular updates: <https://bit.ly/3pinWAI> | #NCSL

Webinar: (10 /12 PM ET)

- * WEBINAR | How are legislators working with county officials to improve early childhood? OH Sen. @StephanieKunze & Rep. [EmiliaSykesOH](#) weigh in today at 1 PM ET: <https://bit.ly/3rpCsc6>

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Social Media – Facebook:

- Meet former RI Sen. Gayle Goldin, who now serves as a sr. advisor at the @USDOL Women's Bureau. Inside 'State Legislatures News': <https://bit.ly/3ltiIAI> | #NCSL

Social Media – LinkedIn:

- What key factors encouraged former RI Sen. Gayle Goldin to accept a sr. advisor appointment by the Biden administration at the @USDOL Women's Bureau?

- Read the full story by Eric Peterson inside 'State Legislatures News': <https://bit.ly/3ltiIAI> | #NCSL

Wednesday, December 8:

Broadcasting: A Look Ahead – CLS



BEST “OFFLINE” PRACTICES:

- Know Your State’s Guidelines
- Utilize Staff & Leadership
- Think Before You Post



BEST “OFFLINE” PRACTICES: GUIDELINES

- Yes. Many states DO have social media guidelines.
 - Usage Policies
 - Site Policies or Disclaimers
- Also: Legislative, Executive, Agency & Federal
- Share Practices with NCSL!

▼ Legislative Policies

Legislatures adopt social media policies in order to set ground rules related to site administration, appropriate content (including comments), and employee usage.

Usage Policies

- [Alaska Legislature Social Media Guidelines](#)
- [California Senate Social Media Comment Policy](#)
- [Hawaii Senate Social Media Policy](#)
- [Hawaii Senate Twitter Usage Policy](#)
- [Hawaii House of Representatives Social Media Proper Use Policy](#)
- [Nebraska Technology Policy](#)
- [Texas Legislative Reference Library Social Media Policy](#)
- [Utah House of Representatives Social Media Policy](#)
- [West Virginia Legislature Social Media Policy](#) (see p. 29)
- [Wisconsin Assembly Guidelines Regarding Legislator and Staff Use of State-Supported Websites and Social Media](#) (see p. 13)

Site Policies or Disclaimers

- [Arizona House of Representatives Caucus Website Policy](#)
- [Michigan House Republicans Facebook Page Policies](#)
- [New York Senate Terms of Participation](#)
- [Utah House of Representatives Social Media Policy](#)
- [Utah State Senate \(Blog\) Policy](#)

<https://www.ncsl.org/research/about-state-legislatures/policies-related-to-legislative-use-social-media.aspx>



BEST “OFFLINE” PRACTICES: GUIDELINES

Alaska Legislature Social Media Guidelines

Adopted by Legislative Council, September 29, 2011

These are the official guidelines for the use of social media at the Alaska State Legislature. We expect all who participate in social media on behalf of the Legislature, or a legislative office, to understand and to follow these guidelines. If you are posting on behalf of your Legislator, be sure you are authorized to do so, and make sure that what you post will not embarrass yourself or the office you represent.

When Publishing

Emerging platforms for online collaboration are fundamentally changing the way we work, offering new ways to engage with constituents and the world at large. It's a new model for interaction and we believe social computing can help you to build stronger, more successful relationships with coworkers, constituents and the general public.

If you or someone in your office participates in social media, please follow these guiding principles:

- Know and follow the Alaska State Legislature’s Computer Acceptable Use Policy, Ethics Policy, and any other policies which concern appropriate behavior within the Legislature.
- Respect proprietary information, content and confidentiality.
- Always stop and pause, thinking before posting. Reply to comments in a timely manner, when a response is appropriate.
- Post meaningful, respectful comments—in other words, no spam and no remarks that are off-topic or offensive. Do not use inappropriate language.
- When disagreeing with others’ opinions, keep it appropriate and polite.
- Stay within your area of expertise and provide unique, individual perspectives on your topic.
- Last, but not least, do not use these sites or programs for personal benefit.

■ Usage Policy: Alaska Legislature

[Home](#)

[Leadership](#) ▾

[Representatives](#) ▾



[Resources](#) ▾

[Committees](#) ▾

Social Media Policy

Policies & Disclaimers for Participants Posts on the Utah House of Representatives Social Media Platforms

The purpose of the official Utah House of Representatives social media platforms and website(s) maintained by the House Majority is to provide information about Utah legislation, government initiatives and how government affects you.

The Utah House of Representatives encourages the public, as well as members of the House, to participate in and contribute content to social media platforms and website. Contributors (hereinafter referred to as “Participants”) are encouraged to take advantage of the opportunities to provide input through the various social media platforms and the website(s), and in so doing contribute to a fair and respectful dialogue among the general public and Utah’s elected public officials.

To promote open and productive dialogue, and in the spirit of fair and transparent access to the House’s social media platforms and website(s), Participants are hereby advised that all postings, including any links to 3rd-party sites, shall be subject to limited monitoring for appropriateness. For purposes herein, appropriateness is defined as postings that are relevant to Utah House official governmental business, responsive to the issue(s) being discussed, and phrased in respectful and appropriate language for the general public.

■ Site Policy: UT House Platforms



BEST “OFFLINE” PRACTICES: THINK BEFORE YOU POST

- Don't:
 - Feed the Trolls
 - Ban or Block Followers
 - Post Pictures Without Permission.
 - Post Private Conversations.
- Do:
 - When In Doubt: Refer to your Chamber & Caucus Leadership
 - Check Your Links.
 - When In Doubt, Reach Out.
 - “Hide” Feature is a ‘Trick of the Trade’

MARYLAND Users sue Gov. Hogan for Facebook censoring

Several Facebook users sued Gov. Larry Hogan and two of his aides in federal court Tuesday for silencing them on the governor's official Facebook page. The blocked Facebook

AP AP Politics ✓
@AP_Politics

Corrects link on previous tweet: CIA director's private email hacked? Person claims to have breached account

apne.ws/1ZRqa70

2:00 PM - 19 Oct 2015

AP The Associated Press

Hacker claims to have breached CIA director's personal email

WASHINGTON (AP) — An anonymous hacker claims to have breached CIA Director John Brennan's personal email account and has posted documents online, including a list of email addresses purportedly from...

[View on web](#)

↩ ↻ 20 ❤ 3

LET'S WRAP THIS UP!

- Know the Numbers.
- Make a Plan.
- Get Creative & Engaging.
- Know the Policies.
- Build Your 'Best Practices.'



STAY CONNECTED

- Learn about NCSL training
- Subscribe to policy newsletters
- Read State Legislatures magazine
- Listen to an NCSL podcast
- Watch recorded policy webinars and training sessions
- Attend a meeting or training
- Follow @NCSLorg on social media



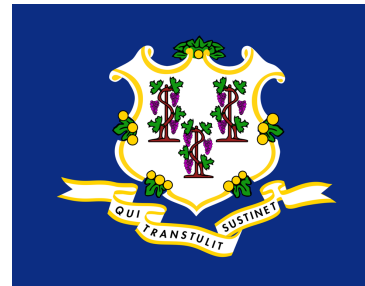


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