WORKING IN A SOCIAL WORLD

#82ndAMLConv
How Do you Effectively Work In a Social World?
Information Overload

#82ndAMLCovv
Gadgets from 30 Years Ago v. Smart Phone

#82ndAMLConv
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.

#82ndAMLConv
According to a 2015 Pew Research study, below are the Percent of online adults who use the following social media websites:

- 71% use Facebook
- 28% use LinkedIn
- 28% use Pinterest
- 26% use Instagram
- 23% use Twitter

Additional data from 2014:

- 58% use Facebook (2014)
- 23% use LinkedIn (2014)
- 22% use Pinterest (2014)
- 21% use Instagram (2014)
- 19% use Twitter (2014)
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

#82ndAMLConv
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.

#82ndAMLConv
Who Remembers This? 

#82ndAMLConv
Character Limitations

160
5,000
60,000+

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

#82ndAMLConv
What Do Citizens Expect From Local Government?
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

#82ndAMLConv
How Do You Manage and Survive Information Overload?
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
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

#82ndAMLConv
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

#82ndAMLConv
Whitnee V. Bullerwell
Communications Director
Arkansas Municipal League
www.arml.org
www.greatcitiesgreatstate.com
#greatcitiesgreatstate

#82ndAMLConv
How GRAVETTE, ARKANSAS...is effectively engaging via Social/Digital
The NEED to communicate socially / digitally
The Available MEDIUMS Soc / Dig Communication
Added Benefits & Complications
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.
National Police Week 2016
Gravette Police Department
Is Hosting An
Officers Meet and Greet With “Ikks”

May 18th
Noon - 4pm
Old Town Park

Greet your local officers.
Watch a demonstration of our newest k9 officer

Free Lunch
The FUTURE of Social / Digital
"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.

Gravette is now a "First Class" City with an estimated population of
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
Transparency and Civic Engagement – Our Goals and Strategies
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?
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](https://www.facebook.com/katieharbath)
City of Fayetteville, Arkansas Government
Parks and Recreation
Animal Services

**June is Adopt a Shelter Cat Month!**

- FREE Adoptions on cats over 1yr
- $10 adoption on kittens
- FREE feline spay/neuter for qualified city residents

Fayetteville Animal Services
@FayettevilleAnimalShelter

Animal Shelter - Fayetteville, Arkansas
4.8 ★★★★☆ OPEN

Write something...
Ranger’s Pantry
Community Center
Airport

Fayetteville - Drake Field
Airport - Government Organization

Rating: 4.2
Status: OPEN
Mayor Lioneld Jordan
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
## Settings

**General**
- Messaging
- Page Info
- Post Attribution
- Notifications
- Page Roles
- People and Other Pages
- Preferred Page Audience
- Apps
- Instagram Ads
- Featured
- Page Support

### Favorites
- Page is not added to Favorites

### Page Visibility
- Page published

### Page Verification
- Page is not verified

### Visitor Posts
- Allow visitors to the Page to publish posts
  - Disable posts by other people on the Page

### Messages
- People can contact my Page privately.

### Tagging Ability
- Only people who help manage my Page can tag photos posted on it.

### Others Tagging this Page
- People and other Pages can tag my Page.

### Country Restrictions
- Page is visible to everyone.

### Age Restrictions
- Page is shown to everyone.

### Page Moderation
- No words are being blocked from the Page.

### Profanity Filter
- Set to strong
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
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
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
Cross Platform: Sharing and Scheduling Tools

Social Media Dashboard

- Share Across Facebook, Twitter, Instagram
- Schedule weekend events on Friday or alternate routes for trash pickup or road closures or...
HootSuite: One Post, Three Channels
Cross Platform:
Sharing and Scheduling Tools

✓ 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
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
MEDIA RELEASE

For Immediate Release
June 8, 2016

Contact: Byron Humphrey
Park Maintenance Superintendent
Parks and Recreation Department
479-444-3471
bhumphrey@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 (9900 E. Lake Sequoyah Drive) 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 permits and boating permits can be purchased at the marina offices during business hours. Permit fees are as follows:
Media Release Comes to Email

For Immediate Release
June 8, 2016

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

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.
Free Fishing This Weekend at Lake Fayetteville and Lake Sequoyah
Free Fishing This Weekend at Lake Fayetteville and Lake Sequoyah

FOR IMMEDIATE RELEASE

June 6, 2016

Contact: Byron Humphry
Park Maintenance Superintendent/Parks and Recreation Department
479-444-5471
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 (6606 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.

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News Flash becomes Facebook Post

[Image of a Facebook post from the City of Fayetteville Arkansas Government about a free fishing event at Lake Fayetteville and Lake Sequoyah]
News Flash becomes Instagram Post

FREE FISHING WEEKEND IN FAYETTEVILLE
JUNE 11 & 12

fyvgov

nwasona, cobblestoneprojectfarm, yarnade, jumperrrr, lunafayetteville and fyvgov like this

fyvgov Catch dinner FOR FREE this weekend! Fingers crossed for no rain. Info in the comments. #FayettevilleAR #freefishing

FB Analytics - Insights

The people who like your Page

Women
- 60% Your Fans
- 0.0751% 13-17
- 15% 18-24
- 13% 25-34
- 12% 35-44
- 8% 45-54
- 5% 55-64
- 4% 65+

Men
- 39% Your Fans
- 0.0657% 13-17
- 9% 18-24
- 8% 25-34
- 5% 35-44
- 3% 45-54
- 2% 55-64
- 2% 65+

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<th>Your Fans</th>
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<tbody>
<tr>
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<td>10,458</td>
</tr>
<tr>
<td>Philippines</td>
<td>12</td>
</tr>
<tr>
<td>Mexico</td>
<td>9</td>
</tr>
<tr>
<td>Brazil</td>
<td>8</td>
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<tr>
<td>India</td>
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<td>Canada</td>
<td>8</td>
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<tr>
<td>United Kingdom</td>
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<td>Germany</td>
<td>7</td>
</tr>
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<td>Italy</td>
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<td>Pakistan</td>
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<td>592</td>
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<td>Rogers, AR</td>
<td>374</td>
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<td>Little Rock, AR</td>
<td>312</td>
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<td>Bentonville, AR</td>
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<td>Fort Smith, AR</td>
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<td>Prairie Grove, AR</td>
<td>170</td>
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<td>Eldora, AR</td>
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<td>42</td>
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<td>French (France)</td>
<td>12</td>
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<td>Portuguese (Brazil)</td>
<td>10</td>
</tr>
<tr>
<td>Spanish (Spain)</td>
<td>9</td>
</tr>
<tr>
<td>Arabic</td>
<td>9</td>
</tr>
<tr>
<td>English (Philippines)</td>
<td>5</td>
</tr>
<tr>
<td>Russian</td>
<td>4</td>
</tr>
<tr>
<td>Korean</td>
<td>4</td>
</tr>
</tbody>
</table>
Government Channel
A Daily Civics Lesson Opportunity
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!
Economic Development
Strategic Planning

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 find 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. Whether 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 for it...
Use Facebook to Boost your Survey

City of Fayetteville Arkansas Government

Are you looking outside right now, thinking how awesome #FayettevilleAR was, is, could be? Then you need to take the survey to help make it EVEN MORE awesome! THANKS! #fayettevillefirst #fayark #FYV #economicdevelopment http://ow.ly/XEJYd

HEY FAYETTEVILLE!
WE NEED YOUR INPUT
TAKE THE SURVEY

FAYETTEVILLE FIRST

Mee-chel Owens and 8 others

Susan Story Abram Where do you access the survey?
Like · Reply · January 28 at 5:56am

City of Fayetteville Arkansas Government http://fayetteville.sligzmo.com/3/
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 NelsonNygaard and Garver are conducting two critical plans that will impact the City's economy and livability for years to come.
Drive People to Your Web Site through Facebook to engage
How Do You Measure Success?
Analytics Don’t Lie

WEBSITE TRAFFIC FOR WWW.FAYETTEVILLE-AR.GOV/MOBILITY

Mobile workshops begin; posted 48 updates on Facebook, Instagram and Twitter over 3-day period

Facebook post & notification sent to all subscribers

Facebook post with 18 shares and 4,053 reached
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
WORKING IN A SOCIAL WORLD

HOW MAYFLOWER USED SOCIAL MEDIA BEFORE, DURING, AND AFTER TWO MAJOR DISASTERS
Angela Patterson
Communications Coordinator

angela.patterson@mayflowerar.org
cityofmayflower@gmail.com
501-470-1337
http://cityofmayflower.com

"FREE!"
OUR FIRST FACEBOOK POST

KELLY MILLER CIRCUS

MAYFLOWER

Next To Senior Citizens Center

Contact any Fire Department Member for Ticket Information

Thursday April 1

SHOW TIMES

4:30 & 7:30

DON'T MISS ALL THE
AMAZING ANIMALS

TIICKETS

Sponsored By

Mayflower Volunteer Fire Department
HOW DO I RESPOND TO THIS?!
PUBLIC INTERACTION

"Keystone"
"toxic"
"Pegasus"

"Big Brother"
"Exxon"

"Mayor"
"oil"

"Mayor"
"oil"

"Keystone"
“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.”
Our website is now set up with an emergency info page. http://cityofmayflower.com/emergencyinfo/

CALL 9-1-1 if you have a MEDICAL EMERGENCY!

Please check on area senior citizens. Call 470-1000 if you need emergency warming assistance. If you need to go to a warming station, don't forget to bring your medications and snacks.
Our First Tweet

City of Mayflower @cityofmayflower · 4 Dec 2013
If #i40 shuts down in #mayflowerar in an ice storm, call 501-470-1000 or 501-470-1200 for assistance.

#mayflowerar
HOT BUTTON TOPIC

We apologize for the inconvenience.

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

4,688 people saw this post

8 Comments 77 Shares

Like Comment Share

4,970 people saw this post

11 Comments 154 Shares

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

Move to your tornado shelters now, Mayflower!

Authorities confirmed multiple fatalities after a tornado ravaged the state on Sunday. The tornado passed through western Pulaski County, moving across Lake Maumelle and hitting Mayflower before crossing Interstate 40 and sweeping through Vilonia. The storm then continued into northeast Arkansas.

The tornado causes damage in western Pulaski County, west of Maumelle and Ferndale.

The tornado crosses I-40 at Mayflower, flipping trucks and damaging homes.
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. #atrtraffic

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 #anwx #ARtornado

You Retweeted
AR Human Services @ARHumanServices · 28 Apr 2014
If you are in Mayflower and need a meal, go to the Mayflower Middle School. DHS & @AR_Emergencies have set up a feeding site

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.

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. #atrtraffic
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.

2,639 people saw this post  58 Shares
Mayor Holland is presenting our Disaster Recovery Plan at the @ARMuniLeague Summer Convention today.

Mayflower Recovery Visualization
youtube.com

Exciting projects are in the works for our city! #RebuildMayflowerAR
Facebook Likes Before, During, and After the Disasters

Facebook Likes on Facebook

2014 2015 2016

- June
- January
- May
- September
- December
- February
- April
- May
TWITTER PRESENCE

February 2014

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
<table>
<thead>
<tr>
<th>Utilities</th>
<th>Transportation</th>
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</thead>
<tbody>
<tr>
<td>Sheltering</td>
<td>Health/Medical</td>
</tr>
<tr>
<td>Disaster Assistance</td>
<td>Preparation</td>
</tr>
<tr>
<td>Evacuation</td>
<td>Pets/Animals</td>
</tr>
</tbody>
</table>
TWITTER DURING AN EMERGENCY

Immediate distribution with unlimited reach

Should be monitored to respond to misinformation

Use hashtags (#) for further reach

@cityofmayflower
#CyberThreats

What?, How?, and Help!
Presenter

Dave Mims
CEO

davemims@sophicity.com
770-670-6940 x110
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**
What do I need to know?

- Passwords
- Virus Attacks
- Data Backup
- Security Updates
- Physical Security
- City Websites
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!
**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.
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
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.
What? - Viruses

- Install **business class antivirus software** on **every** 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.
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?
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.

Tips!

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

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**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.
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!
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?
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.
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.
How? - Ransomware again!

$$$

• A lot!
• Too often

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

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

<table>
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<tr>
<th>General Controls</th>
<th>Application Controls</th>
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<td>• Network Security</td>
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Top Legislative Audit Issues

Top 10
Top Legislative Audit Issues

10. **Physical Access Security** *(risk: unauthorized access)*
Top Legislative Audit Issues

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9. **Offsite Backups** (risk: data loss and inability to operate)
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2. **Remote Access Policy** (risk: unauthorized access)
1. **Data Integrity** (risk: data changes outside of process or approval)
AML’s IT in a Box

Who guarantees IT services based on your expectations?

WE DO!

New City Website
Modern fresh design. We manage the content. Accept online payments.

Data Backup
Unlimited offsite data backup storage for disaster recovery.
Indefinite retention for data backup archiving.
Realtime monitoring. Quarterly testing.

Document Management
Protect city records. Apply record retention schedules.

Email

Open Records Requests
Be prepared for FOIA and Open Records Requests. We will help the clerk process them.

Policy & Compliance
Formally adopt best practices and policies to address information security risks.

Video Archiving
No more buying additional onsite storage for squad car and body camera videos!

Vendor Management
No more frustrating calls with vendors. We got it.

Helpdesk
24x7. We are always there when you need help.

Server, Desktop & Mobile Management
Guard against cyber attack. Keep your computers patched, protected, and healthy.

* Highlighted items identify what's new!
AML’s IT in a Box

IT in a Box

Love I.T.
We don’t meet your expectation, cancel the service!

Easy out.
30 days notice!

Flat monthly fee.
No hourly charges.
Predictable!

No upfront project fees.
Onboarding, equipment, and setup included!

Flexible.
Increase or decrease subscription monthly!

Proven.
Tailored for cities.

AML offers a comprehensive and tailored technology solution for cities.
501.374.3484
ARML.ORG/Services/League Programs/IT Services

sales@sophicity.com
770.670.6940 x116
www.sophicity.com
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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4. **Manage** ongoing. **Test** regularly. **Adapt** as technology changes.
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!
Take Aways

• Is our city at risk?

  • Cyber attack? Records/Data loss? Unauthorized Access (external or internal)? Erroneous changes? Website?
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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
I’m here all conference...

Dave Mims, CEO
davemims@sophicity.com
770-670-6940 x110

Visit us on the web at:
Sophicity.com

Sign up for our Monthly Newsletter
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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