

00:13:32 Kristin: Hi, all -- if you're joining us now, Thom welcomes questions throughout the presentation. Feel free to ask questions at any time in chat. If you don't want your name/institution affiliated with the question, feel free to DM me in chat with your question. 😊

00:18:43 Kristin: Hemnes Communications -- crisiscommunications.com -- @crisiscomm -- FB crisiscomm

00:20:38 Kristin: Pew research Thom's quoting from:
<https://www.pewresearch.org/internet/2021/04/07/social-media-use-in-2021/>

00:25:55 Kristin: That's consistent with what you told us -- all but one of you said FB was the most popular platform

00:27:37 Kristin: The video advice is consistent with what our social media scholars at UMSI have been saying for years. They tell me that video drives attention to posts EVEN IF the audience only reads the text and doesn't watch the video!

00:28:02 Clare: Videos - Remember library privacy and copyright requirements. 😊

00:29:07 Kristin: Clare's webinar from Feb 2022:
<https://www.youtube.com/watch?v=6-878gHjLsw>

00:30:10 Kristin: Transcript for Clare's session above with some key concepts relative to our work highlighted sent above 😊 [Archive note: [you can find it here](#)]

00:30:44 Kristin: Q for Thom: Recognizing that you cannot give legal advice, how would one go about finding a good social media attorney?

00:31:42 Clare: Check with your municipality's social media policies too - depending on your relationship with your municipality, that may be helpful.

00:31:58 Participant: Has anyone reported those kinds of comments to FB? I haven't tried, but wondering on thoughts for that technique?

00:32:18 Kristin: TADL policy on this Google Doc -- feel free to add yours there, too!
<https://docs.google.com/document/d/1F0Ia1EglqCcpBQwwi5os5fzPApRLjXB9aeeVBT0bMU/e dit?usp=sharing>

00:33:40 Kristin: ALA doc Thom is talking about:
<https://www.ala.org/advocacy/intfreedom/socialmediaguidelines>

00:37:05 Clare: I had someone tell me once not to post anything on social media that you wouldn't paint on a billboard I have found that to be good advice 😊.

00:38:42 Clare: Same reason we tell board members not to use their personal cell phones for board usage.

00:39:53 Kristin: FWIW, since it's election season, here is the advice we get at U-M about political activity as an employee. (Cue Clare saying, "Consult with your attorney"!)
<https://publicaffairs.vpcomm.umich.edu/key-issues/guidelines-for-political-campaigns-and-ballot-initiatives/frequently-asked-questions/>

00:40:12 Clare: 👍

00:43:54 QUESTION FROM GROUP: Do you recommend not sharing library programs on our personal social media as well?

00:47:30 Clare: For question about locating a Social Media Attorney- Check with your current library attorney and ask if they recommend someone - just like doctors, attorneys know other attorneys in the area and know the good ones in different fields.

00:47:51 Clare: You can also check with the IT law section of the Michigan Bar

00:49:17 Kristin: Link to search on Michigan Bar site: <https://lrs.michbar.org/Find-a-Lawyer>

00:52:18 Clare: While searching, note that "social media law" may not be a practice area - attorneys in employment and government practice may have social media experience.

00:54:18 Kristin: <name> from <library> has a variation of this technique that worked well for her recently -- she'll be here in December to discuss

00:54:33 Clare: There is an "IT law" section of the bar, so that may be a good search term
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01:03:47 Kristin: Here's the Ocala, FL, district page Thom is talking about:
<https://www.marionschools.net/rumor>

01:06:21 Kristin: More on Parkinson's take on Franklin and misinformation:
https://www.washingtonpost.com/opinions/fake-news-thats-a-very-old-story/2016/11/25/c8b1f3d4-b330-11e6-8616-52b15787add0_story.html

01:11:55 Kristin: Some good graphics about media bias here on a League of Women Voters page:
<https://my.lwv.org/california/torrance-area/article/how-reliable-your-news-source-understanding-media-bias-2022>

01:13:49 Kristin: Atlantic article Thom mentions:
<https://www.theatlantic.com/technology/archive/2018/03/largest-study-ever-fake-news-mit-twitter/555104/> summarizing MIT research

01:30:55 Kristin: Politifact is great! Has a tl;dr at the top, narrative explanation, and sources at the bottom.

01:33:55 Kristin: And yet ... it was FB who hired a PR firm to discredit TikTok. The FIRM, not teens, created the "Devious Licks" phenom by planting stories on ... Facebook.
<https://www.washingtonpost.com/technology/2022/03/30/facebook-tiktok-targeted-victory/>

Link to subscribe to the free, twice-monthly newsletter Hennes Communications sends out that Thom mentioned: <https://www.crisiscommunications.com/expertise/newsletters/>