

Aspire large group meeting
June 27, 2018 8-9:30am
Johnson County Museum of History

Welcome- Steve Jarosinski,

David Pfeiffer welcomed Aspire and told everyone about new exhibit on local ice cream shops that recently opened at the museum. Had a great opening with 154 people attending. Partnering on JAWS with JCPL that is showing at the Artcraft Theater. Museum hours are: Tues-Fr 9-4, Sat 10-3.

FCFCU- Jessie Lewis- sponsor presentation. Look at Super Service Challenge on Facebook.

Round robin introduction

Dana- introduction of Jeff and Sean of Clever Dogs Media and Emily Gettum, Van Valer Law Firm.

Presentation from Clever Dogs Media with legal advice from Emily

Clever Dogs Media- Marketing agency with office in Old Town Greenwood. 75 years experience combined between Jeff and Sean. Just the 2 of them, but work with 32 different professionals based on client's need. Focus on custom content, and help their clients to blogging, website content, website development. Holistic marketing for clients. Community centric company.

Will be looking at 3 areas of social media:

Ways you can get fired from social media

As an organization, how to address social media issues

Prevention- only you can prevent social media fires

Taco Bell encouraged their employees to take pictures working or enjoying the food; could win \$50. Taco Bell fired an employee for posting a photo of an employee licking a stack of taco shells and shut down their contest.

Most employers when recruiting, look at personal social media pages. Suggested scrubbing your personal social media page when looking for a job.

Ways to get fired:

-Sharing trade secrets or information about sales posted about your company.

-Bad mouthing company clients- irate customer, late payments (even on personal social media page). Think long and hard before posting.

-Disrespecting company while you're an employee. Off-color/ racist remarks. Consider policy about social media photos while wearing company uniform, hat, logo, etc.

-Videos or pictures inside workplace, could lead to releasing trade secrets. Maybe equipment used at company is patented.

-Trash talking your boss. Playing hooky from work and boast about it on a post. This comes up a lot.

Additional comments Emily Gettum- issue is lack of controlled information. Easily spreadable if someone takes a screen shot of your/ or employee post. Lack of anonymity of employees...now they are connected to their employers, even if you're posting on social media. Employers need to have policy in place. Be careful about employees tagging companies on social media. Be up front about standards of conduct & policies. You can be fired for anything but discrimination or retaliation.

Question about sharing a post from another source without comment? Emily said that it could still be seen as endorsing that opinion even if you don't comment.

How to fight social media fires:

-Have a plan to deal with negative comments. Respond quickly and thoughtfully.

-Fixing the issue and telling what happened. (don't reveal any trade secrets).

-Know the difference between trolls and an angry customer. Trolls live for stirring up drama/trouble. Good to ignore or block. Government entities can't delete comments, but can comment to correct something posted that is incorrect.

-If you have a formal complaint strategy, make sure that social media is included in that. Many people only use social media for complaints to companies.

-Address rumors and state the facts. Use caution when trying to diffuse with humor.

-Tell your story about what your company or organization gives back to the community- show your human side. Be authentic.

How to prevent social media fires:

-Remember every post is public and can be used against you in court. Look at it like a news organization is reporting on you.

-Don't give the keys to social media to your intern. They don't understand your organization very well; maybe don't understand boundaries. If you were building a building, would you have the intern build it?

-Change your password often after someone leaves your company/ organization.

-Think before posting. If you're having a Christmas party or celebration, post during the first 15 minutes and then turn off your device.

-Avoid politics.

Emily- social media posts will be used against you in court whether that's custody battle, divorce, personal injury. Social media can come back to bite you. Defamation- inflammatory statements can bring you to court. Companies/ organizations need to enforce policies uniformly across office hours and be very clear so people know what to expect.

Question about how to address low star reviews from a person that a restaurant/company never dealt with? Yelp can be very difficult to get things removed from their website.

Registered reviewers on Google – can post their own photos. Think about what site policies

are. Some are easy to work with and some aren't. Google- organic searching/ vs paid searches. push out your own message through Google Ad Words (paid) to drive the message that you want out there. Email Jeff with questions if you'd like to learn more.

As Aspire, encourages everyone how to post about our community in a positive way. We as residents have a power to overtake negative posts. Helps to change perceptions.

Team updates:

Growth and Planning- Karri/ Willie- big initiative right now is trails: trying to raise money to get a county wide master plan for a trails system. Started fundraising. Getting an engineer to give quote for plan. Met with Brian Payne at Central Indy community foundation- got 1st, 2nd, and 3rd steps on how to get the ball rolling. Meeting with other counties to find out what they've done in the past. I-69 & collaboration are also a key focus. We have people on the steering committee for I-69 that you can speak to and ask questions.

Also working towards Johnson County Showcase to promote who we are to companies/ site selectors. All of this helps to make us a place where people and companies want to be. Next meeting July 12th 3:30-5pm at The Elevator (new co-working space) next door to Greeks in Franklin. (their website will be going live next week). Guest speaker will be attending from Delphi to speak about Stellar Communities to the group.

Talent- Lisa Lintner- Work Ready Community- would offer keys testing to find out employee strengths. Jennifer and Dana submitted application and recently found out Johnson county has been accepted into program. Gayle Brooks and Dana will be attending a 4 day training paid for by JCDC. September will be STEM fair at Endress+Hauser for middle schoolers and families. HR roundtable- 2nd Tuesday of the month. Have done a job fair and parent forum about careers and trades. Also hosting an employment readiness workshop for underemployed and unemployed in spring.

Placemaking- Dana- Activity books for the county. When school starts, each 4th grade student will get one when they are studying Indiana history. Our hope is when kids take them home, their parents will take them out to explore the county. Also, new subcommittee- Voices of the Community- learned that many times we run in the same circles, we don't always hear from everyone that lives in our county. How many times do we hear from people that are low income or from other cultures? Share those voices and tell their story (in their own authentic voice). We need to celebrate what we have with the buy-in of our residents. Partnering with the library on the international festival. 2nd subcommittee-Home and Garden (Health, Wellness and Beautification)- development of community gardens, wellness, beautification items. Are we doing our part to keep our communities beautiful? Discussed a local food brochure or app. Marketing- We forget to tell the story of what we're doing. Maybe someone will be a part of each committee to share with the public on what we're doing. If you are a marketing expert, and would like to be a part of this subcommittee talk to Davin, Heather Devocelle or email Jennifer/Dana at JCDC.

Next Aspire meeting- July 25 at Endress+ Hauser with Bridges Alliance update.

