

THEY SAID *WHAT* ONLINE?!

Social Media, Employees & Reputation Management

Presented by Jeff McKissack





WFAA

December 26 at 12:30 PM

...

The City of Dallas confirmed one of the officers in its Department of Code Compliance Services is currently on leave and being investigated following allegations that she extorted hundreds of dollars from a small business owner: <https://www.wfaa.com/.../287-8196bf86-39d0-4c69-8bf5...>





**Dallas officer arrested
for DWI on Christmas Eve
in Midlothian**



Dallas Texas TV

@DallasTexasTV

Dallas Police officer arrested in Midlothian for driving while intoxicated on Christmas Eve





The Dallas Express®
The People's Paper

OFF-DUTY LEWISVILLE POLICE OFFICER CAUGHT IN PUBLIC SEXUAL ACT WITH 16-YEAR-OLD

DALLASEXPRESS.COM



L.A. City Council aide put on unpaid leave following arrest at anti-ICE protest



Los Angeles City Councilmember Ysabel Jurado, pictured last year, said Monday that a staffer accused of assaulting a police officer had been placed on unpaid leave. (Michael Blackshire/Los Angeles Times)

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[Hegseth faces sharp questions from Congress on deploying troops to Los Angeles](#)

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[Florida agency tells newspaper to halt reporting angle on foundation linked to governor's wife](#)

['It's reimagining team travel.' Why the Dodgers are using two planes on road trips this year](#)

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LOCAL NEWS

Chicago Heights, Illinois city employee arrested on child pornography charges

©CBS NEWS
CHICAGO

By Jermont Terry, Matthew Cramer
Updated on: April 30, 2025 / 10:41 PM CDT / CBS Chicago

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Thomasville City School employee no longer employed following 'highly offensive social media post'



Allentown employee facing charges after planting noose on her own desk, police say

69 News 5 hrs ago



At H&R Block, if
we don't get you
your maximum
refund, your tax



Texas City Employee Fired For Playing Golf While On The Clock (VIDEO)



Justin Golba

X Follow @justin_golba



Dayton city manager loses job after video clip surfaces on social media

Dayton City Manager Kimberly Judge was ousted Monday night. She was placed on leave over a video that surfaced on social media of her dancing during a business trip.



BREAKING: Canada Post report recommends phasing out daily door-to-door mail delivery

Vancouver | News

Employee fired after B.C. city finds \$295K in 'unreconciled' gift card purchases

By [Lisa Steacy](#)

Published: May 15, 2025 at 8:36PM EDT



An employee has been fired and police have been called in after a review by the city of Richmond, B.C., found nearly \$300,000 in "unreconciled" gift card purchases, the municipality announced Thursday.

Convicted of Burglary, MN Senator Now Faces Mandatory Prison Time

Nicole Mitchell, a Minnesota Democratic state senator, was convicted on two felony charges after breaking into her stepmother's house.



William Bornhoft, Patch Staff 

Posted Mon, Jul 21, 2025 at 9:27 am CT | Updated Mon, Jul 21, 2025 at 9:38 am CT





BREAKING: Obama stands by US intelligence on Russia's interference in the 2016 election, which claims was 'manufactured'

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Police Misconduct

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Louisiana police chiefs took bribes to help foreign nationals get visas, feds say



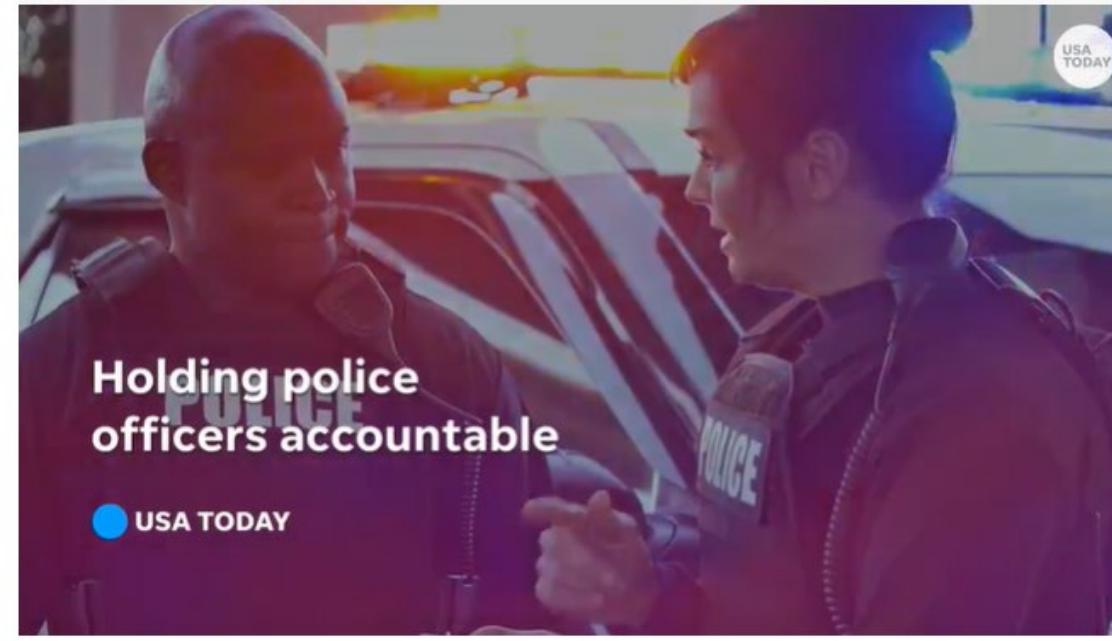
Jeanine Santucci

USA TODAY

Updated July 17, 2025, 8:29 p.m. ET

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'Not my words:' Social media controversy ignites legal backlash in Groveland

Posts submitted by anonymous source show “hateful” content

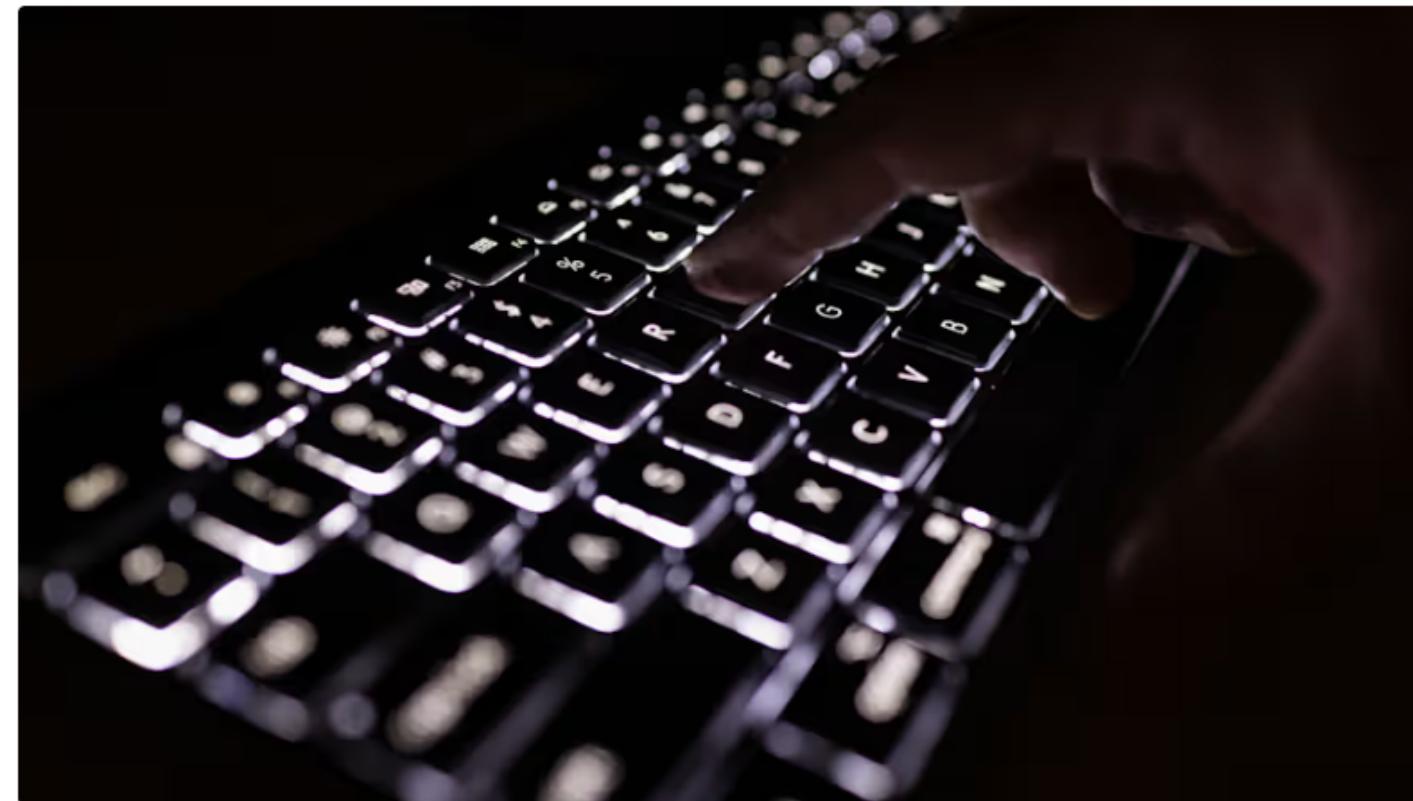


Photo by Michael Marais on Unsplash (Unsplash)

GROVELAND, Fla. – After a Groveland city councilwoman was suspended [over unearthed social media posts](#), she and the city are set to take the fight to court, according to records obtained by News 6.

Charlie Kirk's alleged assassin 'deeply indoctrinated with...'



Charlie Kirk's widow weeps over his casket in emotional photos:....



Mystery bearded man who appeared to cheer shooting of Charlie...

Office Depot fires employee for refusing to print Charlie Kirk posters, calling them 'propaganda'

By Georgia Worrell

Published Sep. 13, 2025, 11:58 a.m. ET

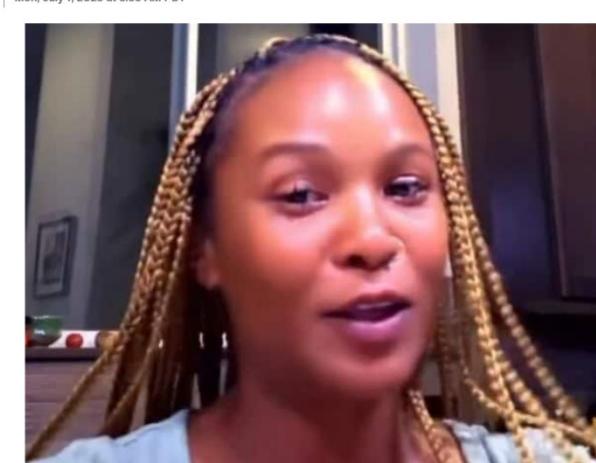


An Office Depot worker who was [caught on camera](#) refusing to fulfill an order for flyers advertising a vigil for slain conservative firebrand Charlie Kirk has been fired, the company said.

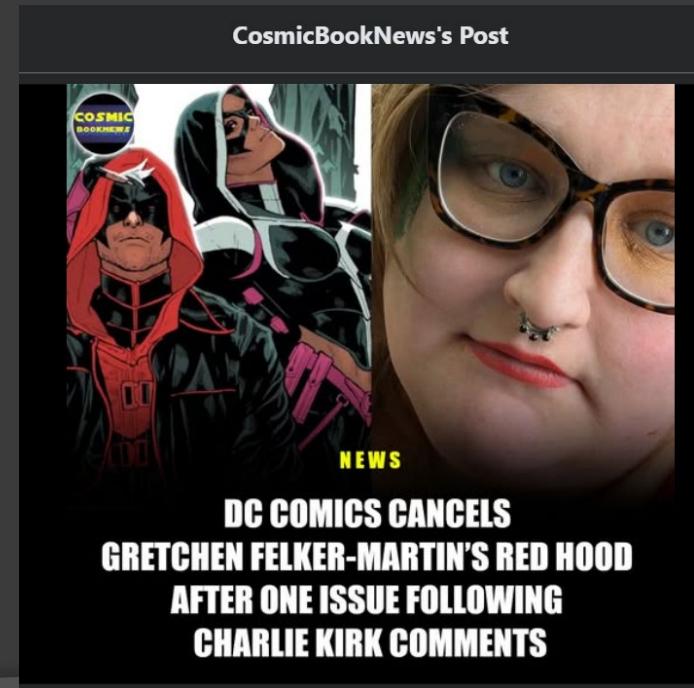


Food Insecurity Board Member Fired After Vile Rant Mocking "Little White Girls" In Texas Flood

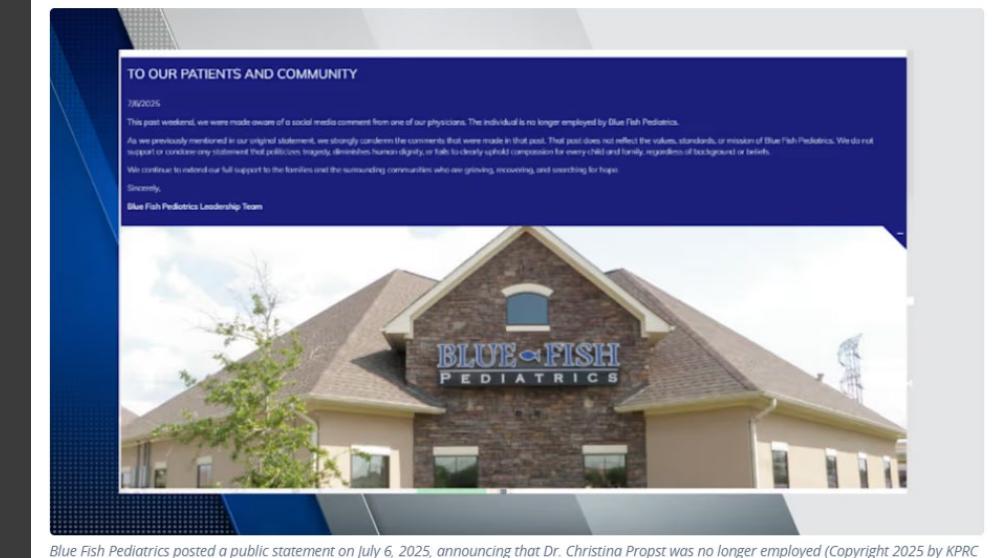
TAMPA FREE PRESS



Sade Perkins (X)



Houston pediatrician fired after controversial post about Kerr County flood victims



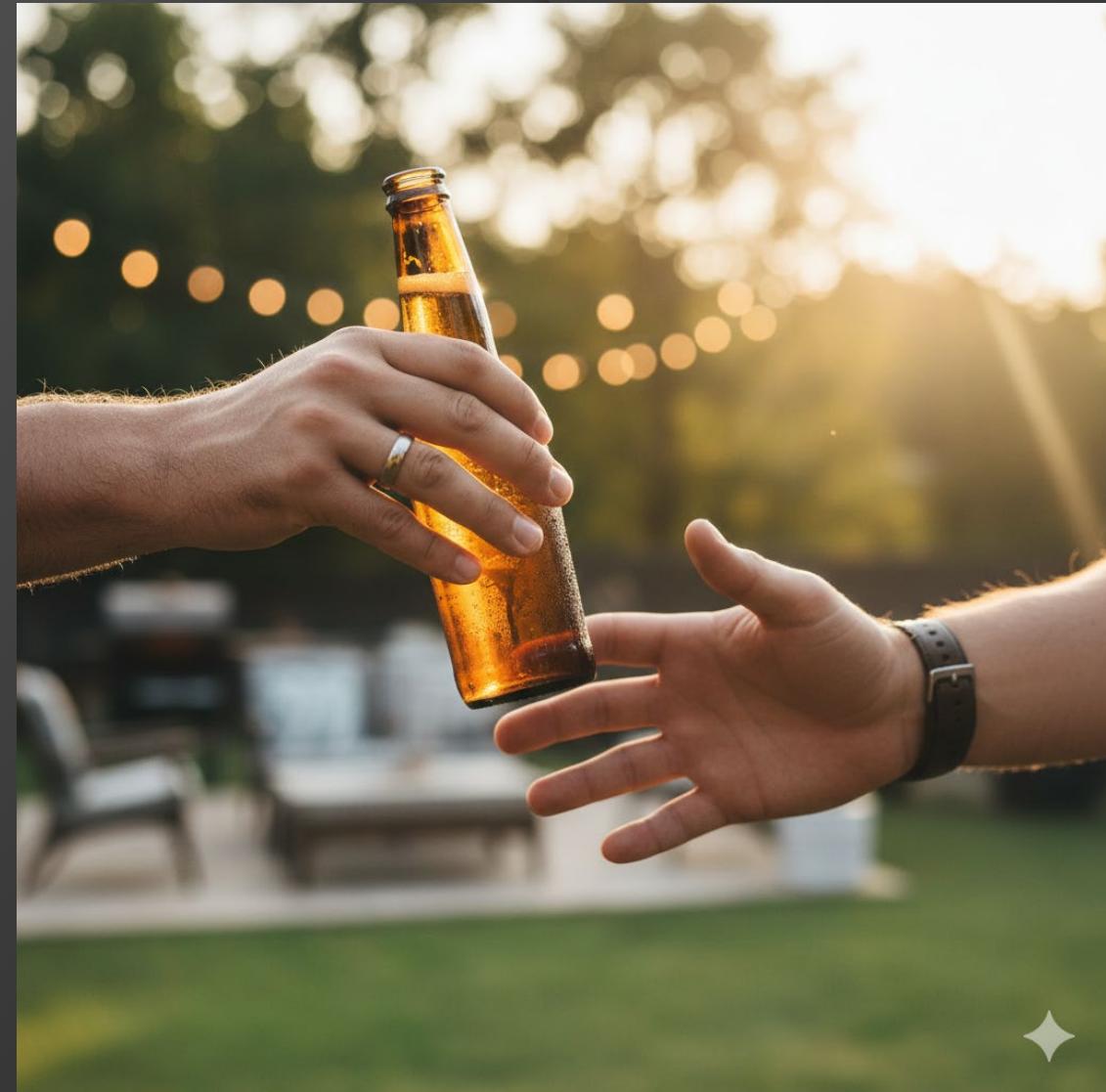
Blue Fish Pediatrics posted a public statement on July 6, 2025, announcing that Dr. Christina Propst was no longer employed (Copyright 2025 by KPRC Click2Houston. All rights reserved.)

Typical Management Response:

“But ‘*MY*’ people know
better...”

Translated in today's
world as:

*“Hold My
Beer...”*







The Simple Reality:

**“YOU” are their new
principals, teachers and
guidance counselors.**

“GOOD LUCK!”

Now, let's
talk about
strategies...



Taking Social Media Inventory



“Thou shalt not...what exactly?”





SOCIAL MEDIA MARKETING EMPLOYEE POSTING AGREEMENT

I. Purpose
Purpose sets forth the primary objective and intention of this Agreement. It establishes the context for the relationship between [Your Company Name] and [Employee's Full Name]. The purpose of this Agreement is to clearly define the roles and responsibilities of the Employee concerning social media marketing activities on behalf of [Your Company Name].

II. Scope of Work

A. Social Media Accounts
Social Media Accounts details the specific platforms where the Employee will manage and post content. It provides clarity on the online channels that are relevant to [Your Company Name]'s marketing efforts, which might include Facebook, Twitter, Instagram, LinkedIn, and others.

B. Content Creation
Content Creation elaborates on the nature of the content that the Employee will be responsible for. It includes text, images, videos, and other media as needed. This section emphasizes the importance of creating high-quality, brand-aligned content that resonates with the target audience.

C. Posting Schedule
Posting Schedule emphasizes the need for a structured approach to content distribution. The Employee is expected to create and adhere to a posting schedule that ensures consistent and timely content delivery. This schedule will be discussed, finalized, and approved by [Your Company Name].

III. Content Ownership
Content Ownership establishes the intellectual property rights of the content created and posted by the Employee. It makes it clear that all such content belongs to [Your Company Name]. This section restricts the Employee from using or sharing the content for personal gain or on behalf of any other entity.

Social Media

Marketing Employee

Posting Agreement

Template

This document provides a structured format for employees to acknowledge and agree to your organization's social media posting policies and guidelines.

Includes 3 Pages









 PREDICT • PREVENT • PROTECT



The problem is not sharing
online...

The problem is
“OVERSHARING” online!

ARENA

Known to self;
Known to others

BLIND SPOT

Not known to self;
Known to others

FACADE (HIDDEN AREA)

Known to self;
Not known to others

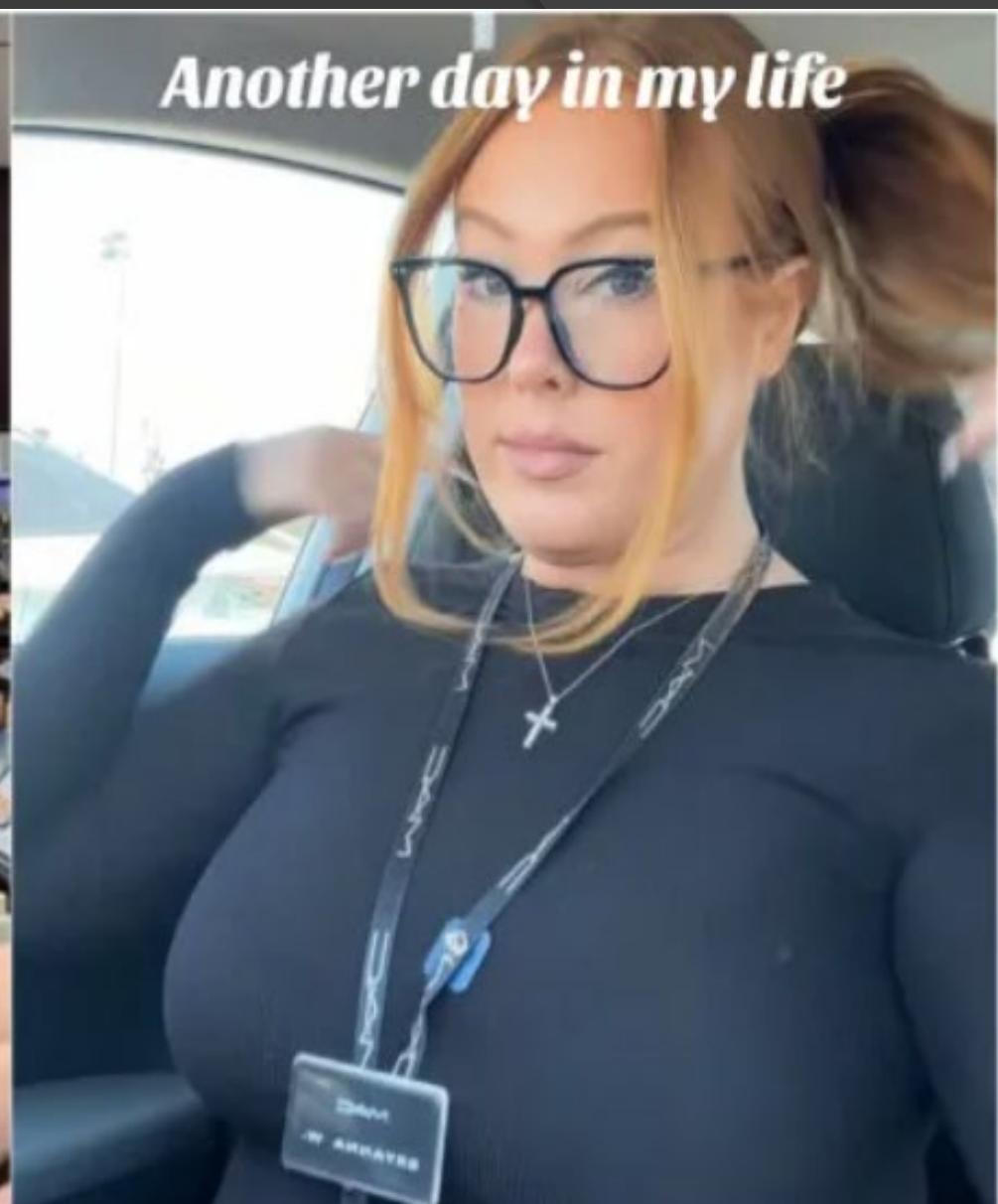
UNKNOWN

Not known to self;
Known to others



Why we need to
change our
approach and
verbiage from
“*acceptable*” to
beneficial...





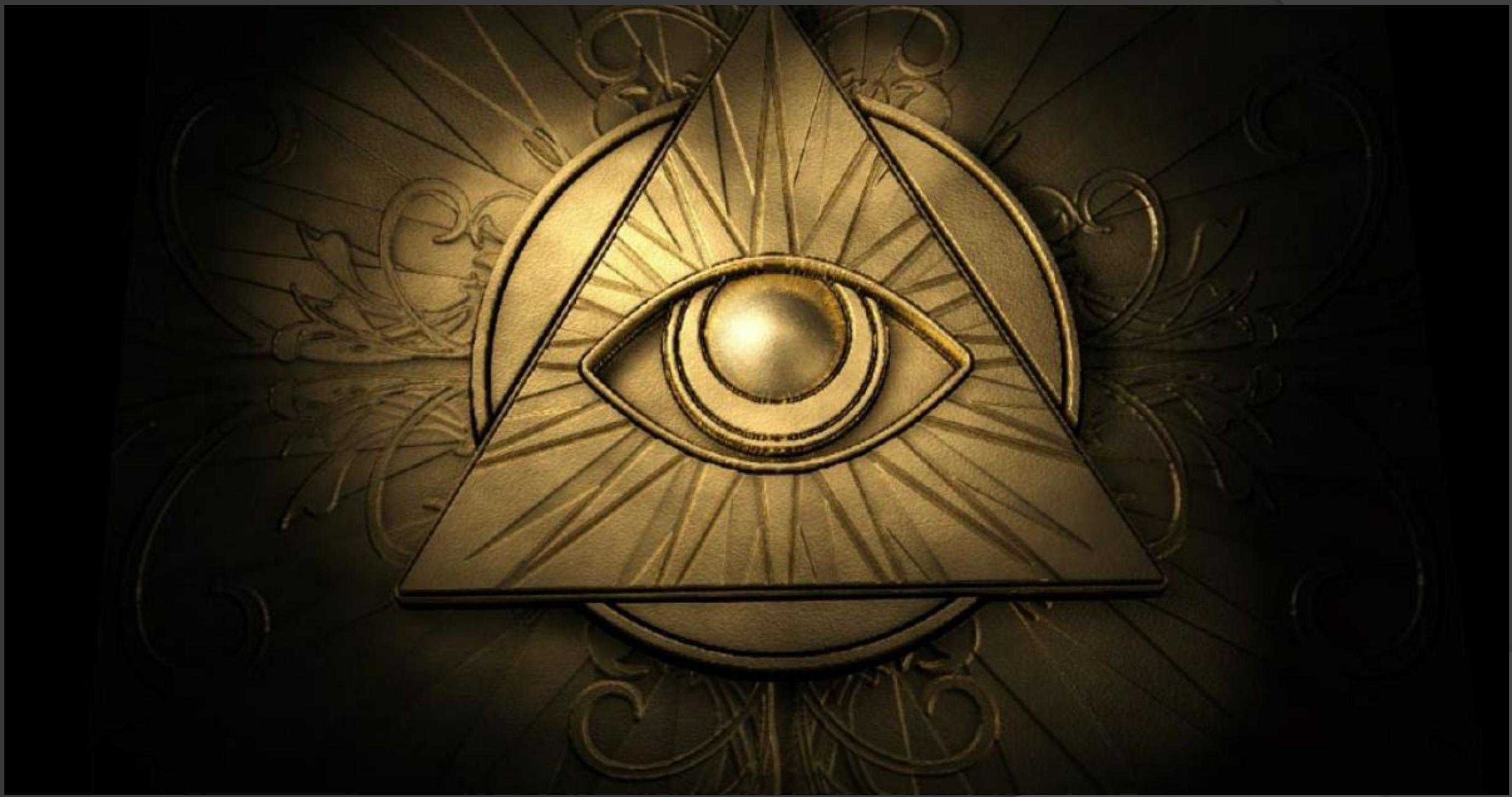
What are neither
acceptable nor
beneficial things to
post online?

Do ***THEY*** know?!



What about “off-the-clock” behaviors caught on social media?!





Do they **really**
understand how
many cameras
are out there?!



'You're going to regret this': Bodycam video shows assistant attorney general's arrest

by BRIAN CRANDALL, NBC 10 NEWS | Mon, August 18th 2025 at 3:03 PM

Updated Mon, August 18th 2025 at 6:04 PM



Special Assistant Attorney General Devon Flanagan was arrested last week for trespassing in Newport. (Newport Police Department)

Lifestyle  Care | Medicine | [Men's Health](#)

CAPITAL MURDER SUSPECT



CHRISTOPHER WALL

BREAKING NEWS

Kamala Harris chooses her running mate

MEN'S HEALTH

Young men face high risk for gambling addiction as sports betting surges: experts

By [Alex Mitchell](#)

Published Jan. 1, 2024, 3:09 p.m. ET

27

Harris County employee charged with theft in dominatrix blackmail case



[Brian Rogers](#)

April 6, 2018 | Updated: April 6, 2018 8:47 p.m.



The *NEW* Threat Factor:

NBC NEWS Teacher arrested, accused of using AI to falsely paint boss as racist and antisemitic SHARE & SAVE [f](#) [X](#) [m](#) ...

ARTIFICIAL INTELLIGENCE

Teacher arrested, accused of using AI to falsely paint boss as racist and antisemitic

Dazhon Darien, a physical education teacher and the athletic director at Pikesville High School in Maryland, created a fake audio recording of the principal spewing hateful comments, authorities say.

Maryland educator accused of using AI to frame the school's principal 03:49 LESLIE SPAIN ...



00:01 / 03:49

OpenAI's Sora 2 Generates Realistic Videos of People Shoplifting

"Every defense attorney now has a pre-written motion when it comes to video evidence, I see."

By [Victor Tangermann](#) / Published Oct 1, 2025 12:25 PM EDT



Summary:

- Do you have a social media agreement in place?
- Do you have a “Code of Conduct” for your people?
- Has there been any teaching or communication regarding such expectations?
- When was the last time you did so to account for turnover?
- What is your documentation for the above?
- How do you go about verifying conflicting stories to account for A.I. or deep fake scenarios?



“Do not ‘*expect*’
what you do not ‘*inspect*’.”



"I learned that when you're in a PR crisis, the one thing you can't hire is a PR crisis company."

Julian Wheatland
Former COO/CFO
Cambridge Analytica/SCL

"Fortune (and fortunes) favors the proactive." Jeff McKissack, Defense By Design





Jeff McKissack