

# THEY SAID \**WHAT*\* ONLINE?!

Social Media, Employees & Reputation Management

Presented by Jeff McKissack





**NEW DETAILS**

**3 PEOPLE, INCLUDING  
FORMER POLICE CHIEF,  
ARRESTED IN PROSTITUTION  
AND CORRUPTION PROBE**



*Credit: ANAHIT - stock.adobe.com*

**DALLAS COUNTY**

**Dallas police officer charged  
with evading arrest after  
allegedly soliciting prostitutes  
in city vehicle, officials say**





Watch Live News Video



# Former fire chief, volunteer firefighter charged in child sex exploitation case



The Sweeny police chief confirmed a connection between Timothy Webb and Coleman Pollock. (KPRC, BRAZORIA COUNTY SHERIFF MUGS, CNN)

# 3 Texas firefighters arrested on child sex crime charges

The arrests followed a Texas Rangers investigation into allegations involving members of the Howe Volunteer Fire Department

March 30, 2026 09:30 AM • Bill Carey



North Texas firefighters booked into the Grayson County Jail on child sex crim

KXII 12 | Texoma Turns To Us

# BREAKING NEWS



5:00 55°



Watch on YouTube



# A Fight During Work Hours Wasn't Enough To Get This City Inspector Fired

Honolulu hired Bryan Porcello despite at least eight convictions, and only fired him after his arrest for allegedly bailing a woman out of jail for sex. Heavily blacked-out documents make it difficult to see what was the last straw for the city.



Bryan Porcello was working as a Department of Planning and Permitting inspector when he was arrested in May on suspicion of unlawful imprisonment and other charges. (Mugshot/Honolulu Police Department/2025)

In May, he was arrested on suspicion of unlawful imprisonment, harassment and extortion. The Honolulu Police Department said he had bailed a woman out of jail and threatened to have her bail bond revoked unless she had sex with him.

Hawaii News Now, which did not name Porcello, reported that the victim arrived at the Kapolei police station with handcuffs he had used to imprison her [still hanging from her wrist.](#)

So who was the employer that overlooked Porcello's past and tolerated his behavior until he was finally arrested?

The city of Honolulu.

Porcello was an inspector for the city's Department of Planning and Permitting for five years until he was fired in September.

# Jacksonville official placed on leave for warning Instagram followers about ICE arrests, advising on how to avoid 'targeting'



A.G. Gancarski

January 14, 2026

4 min



Donna Deegan

Instagram Jacksonville

**'I wish that I could do more, and I wish that I could say more.'**

Immigration and Customs Enforcement (ICE) officers are making the rounds in Jacksonville, and consequences are being felt in City Hall, as a city official who advised her Instagram followers on how to avoid arrest and how to react if they are taken into custody has been put on administrative leave

Yanira Cardona, the city's Hispanic Outreach Coordinator appointed by Mayor Donna Deegan, said early Wednesday that people who are taken in should "comply," but they should have a plan because "they're out in Jacksonville."

By the end of the day, a Deegan spokesperson said Cardona was on leave while the administration addressed the matter.

Here's some of what led to her suspension.



## Fort Worth City Council member Michael Crain arrested on DWI charge

By Harriet Ramos

Updated January 17, 2026 2:18 PM |  Gift Article



Fort Worth City Councilmember Michael Crain speaks during a Fort Worth



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...>





CBS News Texas

14h ·



A North Texas elected official is facing scrutiny after a video surfaced showing a confrontation and heated exchange with two Amazon delivery drivers.



[cbsnews.com](https://www.cbsnews.com)

Video shows Texas county judge, son in heated confrontation with Amazon drivers: "Are you an..."

**Morgan Morrow** She/Her  
 Friendly and Patient Customer Service | The friendly voice is natural, the patience comes from being a full-time mom for 13 years  
 Marietta High School  
 Ripley, West Virginia, United States

**Watch on X**

"Surely a sn!per terminal illness can't be a big ask out of 343 million"

5,605

Effect · Try effect  
 muskingummermaid  
 Luigi can't save us all...

Comments:

- Jeta: Right? It's a big country!
- Jana Banana: Please do Stephen miller first
- SAMD102: The list is endless honestly
- Jana Banana: MAKE IT STOP Literally in a row
- CLB: Larry Ellison and Peter Thiel

4:55 PM · Jan 25, 2026

**Jackson County Public Library-JCPL's Post**

**Jackson County Public Library-JCPL**  
 21h · 🌐

The comments recently made by an employee do not reflect the mission, values, or standards of conduct of our organization. We take our responsibilities to the public and our supporters seriously and are committed to professionalism, respect, and integrity in all that we do.

The views expressed are made in an individual capacity and do not represent the position of the organization. We are addressing the matter internally in accordance to our established policies and procedures.

We remain committed to our mission and serving our community in a manner that upholds our core values.

**Jackson County Public Library**  
**Ripley & Ravenswood**  
**West Virginia**

**Read. Laugh. Explore. Discuss. Grow. Discover.**



# Former East Texas fire captain sentenced to probation for online child solicitation

Patrick Rowe, who worked at the Grand Saline Fire Department before his arrest, was sentenced to eight years' community supervision.



- Former Grand Saline fire captain sentenced

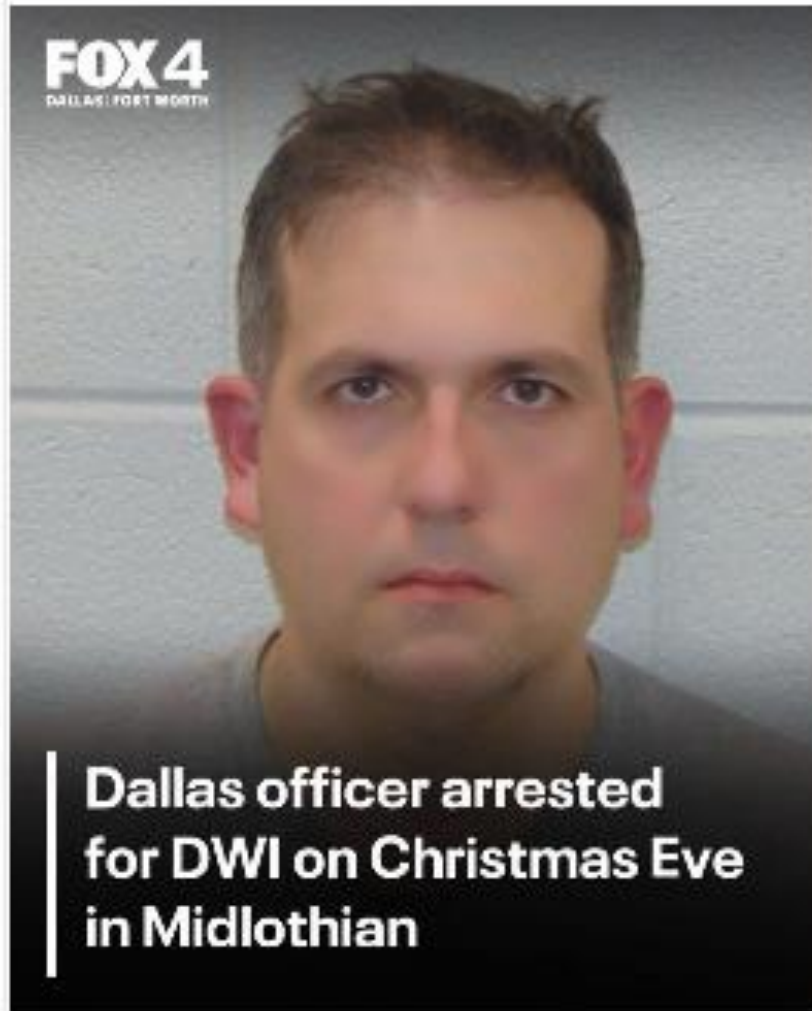
- Eight years probation, must register as sex offender

**PATRICK ROWE**

EX EAST TEXAS FIRE CAPTAIN GETS PROBATION

CBS 19

6:02  
43°



**Dallas Texas TV**   
@DallasTexasTV

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





The Dallas Express   
The People's Paper

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

DALLASEXPRESS.COM



# 13 Lewisville officers disciplined after 'inappropriate contact' during prostitution busts

By FOX 4 Staff | Published November 1, 2024 12:02pm CDT | Lewisville | FOX 4 | [➔](#)

**OFFICERS DISCIPLINED**

- ▶ 13 OFFICERS IDENTIFIED
- ▶ 2 SERGEANTS, 1 OFFICER TERMINATED
- ▶ 7 SUSPENDED WITHOUT PAY FOR VARIOUS TIMES

FOX LOCAL 5:03 72°

## 13 Lewisville officers punished for inappropriate contact

More than a dozen of Lewisville Police Department's officers faced disciplinary action after an investigation found that they acted inappropriately while trying to catch prostitution suspects at local massage parlors.

**Work Where You Make A Difference**

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TEXAS Health and Human Services

For all the details on how to apply to be a long term care regulation surveyor or investigator, email us at [LTCR-FieldOperations@hhs.texas.gov](mailto:LTCR-FieldOperations@hhs.texas.gov).

# 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

Follow @justin\_golba



FORECAST OUR STORY, OUR HISTORY TEXANS HELPING TEXANS EDUCATION STATISTICS

# 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.





# Caught on camera: City workers fired after trips to prostitution hotspots

Two City of Houston employees falsified records regarding their whereabouts during times they were driving around parts of town known for prostitution activity.



NATION

Police Misconduct

Add Topic +

# 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

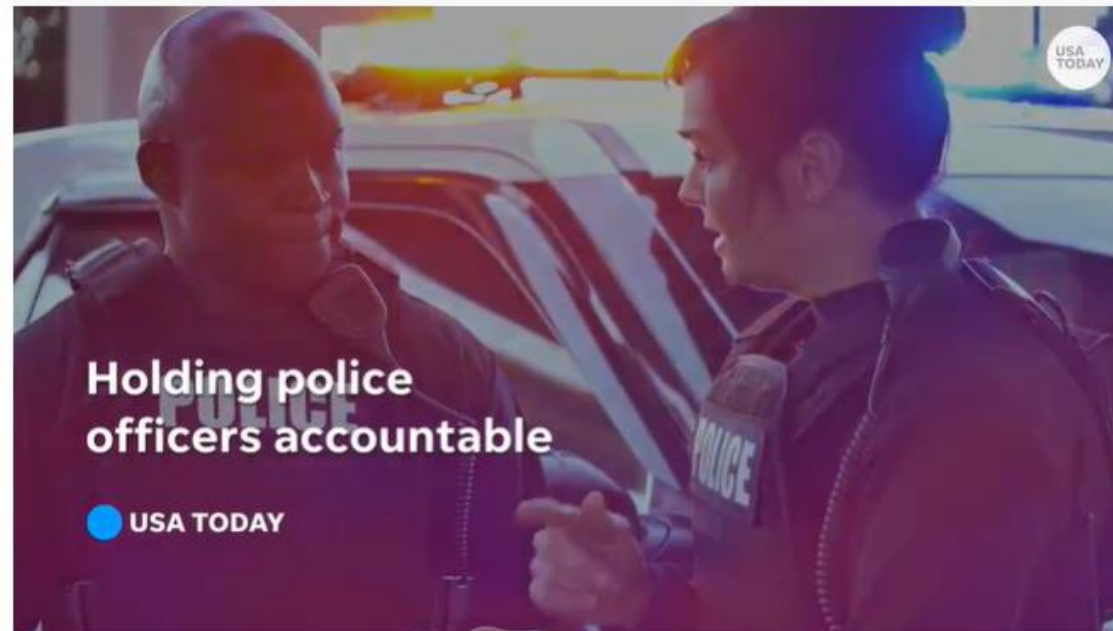


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How are police officers held accountable?



r/Denver • 4mo ago  
medievalesophagus



## Police used Flock cameras to accuse a Denver woman of package theft. She had her own evidence



ler, Coastal, Inland and Marlon, Eastern, Central, Western Regions

# Panel recommends policy changes after Orange deputies suspended over TikTok videos

## Deputies are still allowed to post on TikTok



ORANGE COUNTY, Fla. – A citizens advisory committee has recommended changes to the Orange County




DNS 🔍 ✉️ **NEW YORK POST**

Metro Long Island Politics World News

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



**OFFICE DEPOT IS FACING BACKLASH AFTER A MICHIGAN STORE EMPLOYEE ALLEGEDLY REFUSED TO PRINT A POSTER OF SLAIN CONSERVATIVE COMMENTATOR CHARLIE KIRK FOR A VIGIL WITH THE EMPLOYEE CALLING THE POSTER "PROPAGANDA."**

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.




## BAYLOR GRADUATE STUDENT LOSES STUDENT-TEACHING POSITION FOLLOWING POST ABOUT CHARLIE KIRK



INVESTIGATES 2 HELPS YOU SPORTS DISCOVER HOUSTON LIFE NEWSLETTERS **LIVE**

## Houston pediatrician fired after controversial post about Kerr County flood victims



**TO OUR PATIENTS AND COMMUNITY**

7/6/2025

This past weekend, we were made aware of a social media comment from one of our physicians. The individual is no longer employed by Blue Fish Pediatrics.

As we previously mentioned in our original statement, we strongly condemn the comments that were made in that post. That post does not reflect the values, standards, or mission of Blue Fish Pediatrics. We do not support or condone any statement that belittles tragedy, diminishes human dignity, or fails to clearly uphold compassion for every child and family, regardless of background or beliefs.


We continue to extend our full support to the families and the surrounding communities who are grieving, recovering, and searching for hope.

Sincerely,  
Blue Fish Pediatrics Leadership Team

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.)

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

DANIELLE SHOCKEY  
Mon, July 7, 2025 at 8:35 AM PDT



Sade Perkins (X)

CosmicBookNews's Post



**DC COMICS CANCELS GRETCHEN FELKER-MARTIN'S RED HOOD AFTER ONE ISSUE FOLLOWING CHARLIE KIRK COMMENTS**



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!”**



*“Not my  
circus, not my  
monkeys.”*

Now, let's  
talk about  
strategies...



# Taking Social Media Inventory



**Let's Have A Little Fun**

**Everyone**

**Stand**

**Up!**



# Which is easier to manage & protect?



# What Is The Standard?



# “Thou shalt not... what exactly?”





Company Address  
Company Email  
Company Website  
Company Number

## 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



The City of Jacksonville's directive, which prohibits certain online behaviors by city employees during work hours, was allegedly violated by Cardona's actions. Mayor Donna Deegan addressed the situation, stating in a [First Coast News](#) interview, "This is certainly an issue that stokes fear in our community and I hate that. But what you cannot do when you work for an administration is go do what you want to do." Cardona's video, filmed at City Hall without permission, now has her in hot water due to the city's strict guidelines surrounding the creation and dissemination of social media content.

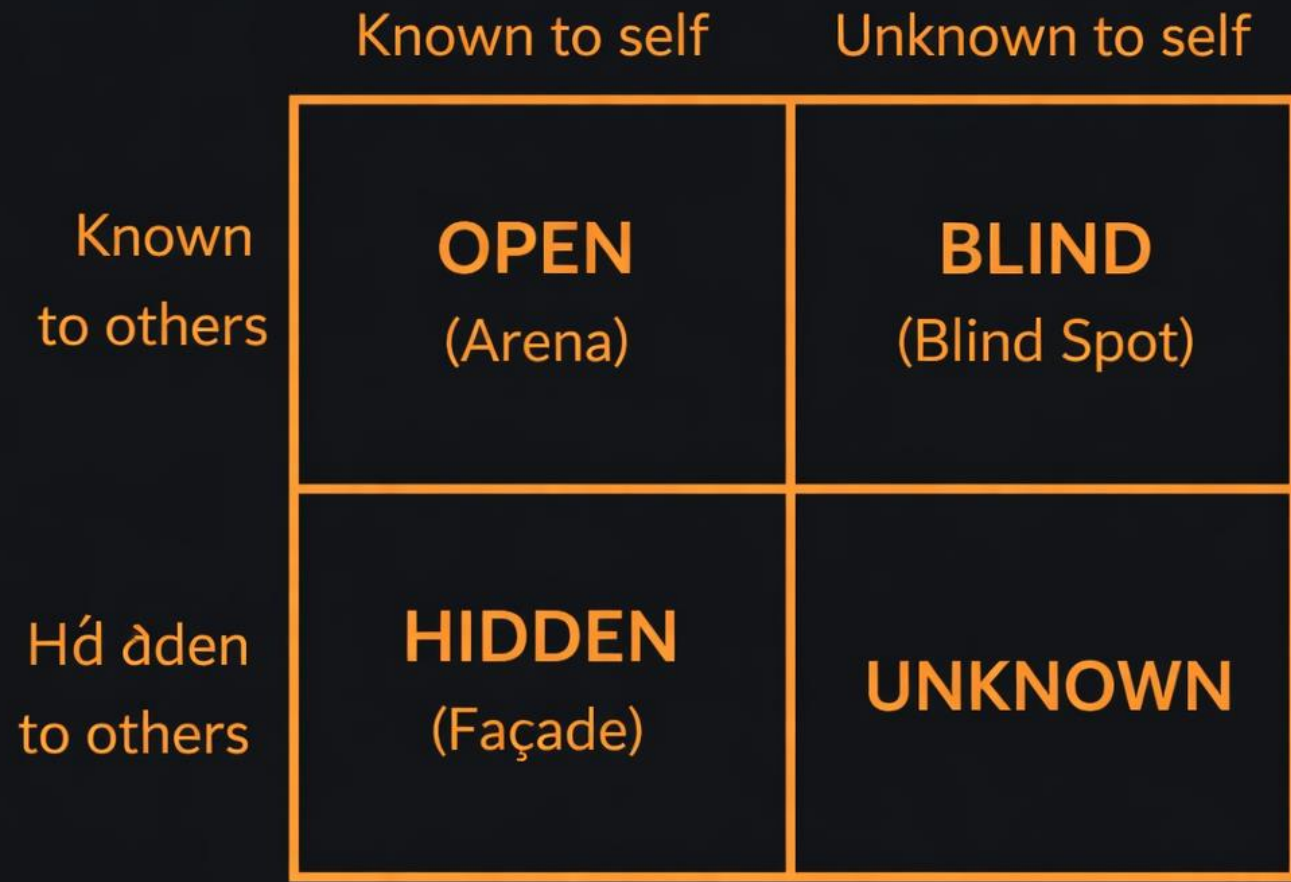


The problem is not sharing  
online...

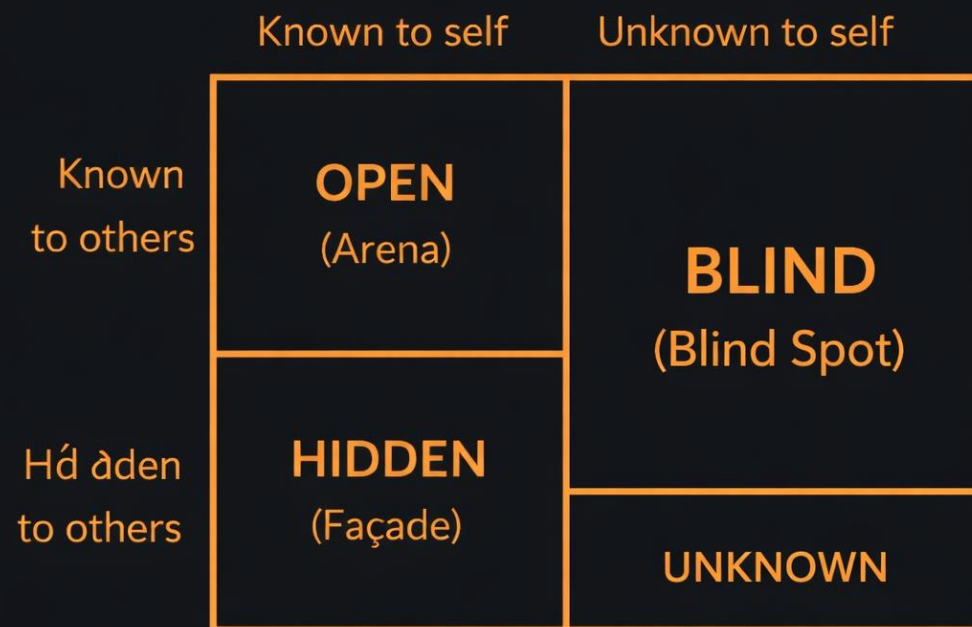
The problem is  
**“OVERSHARING”** online!



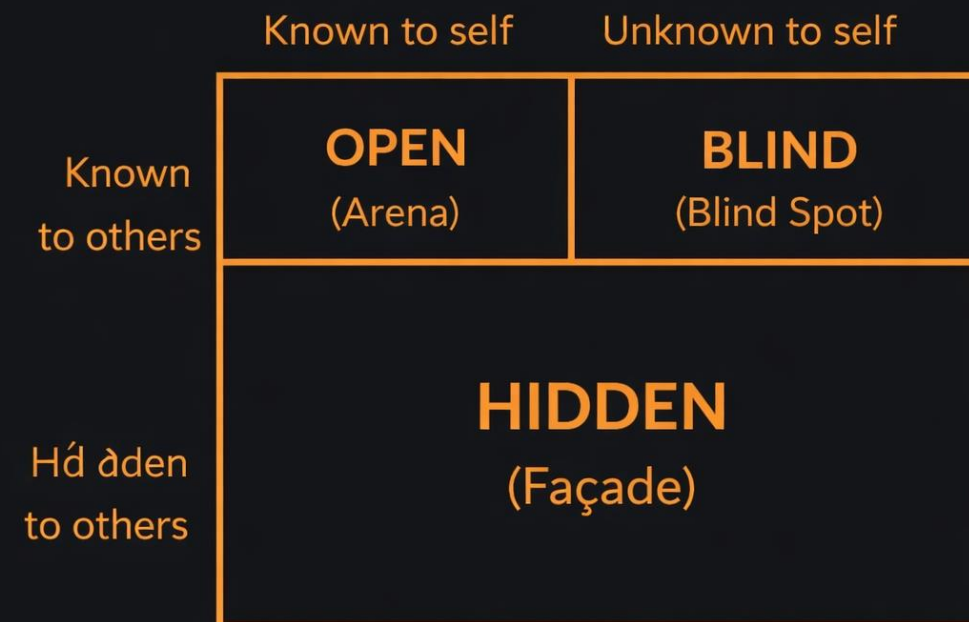
# The Johari Window



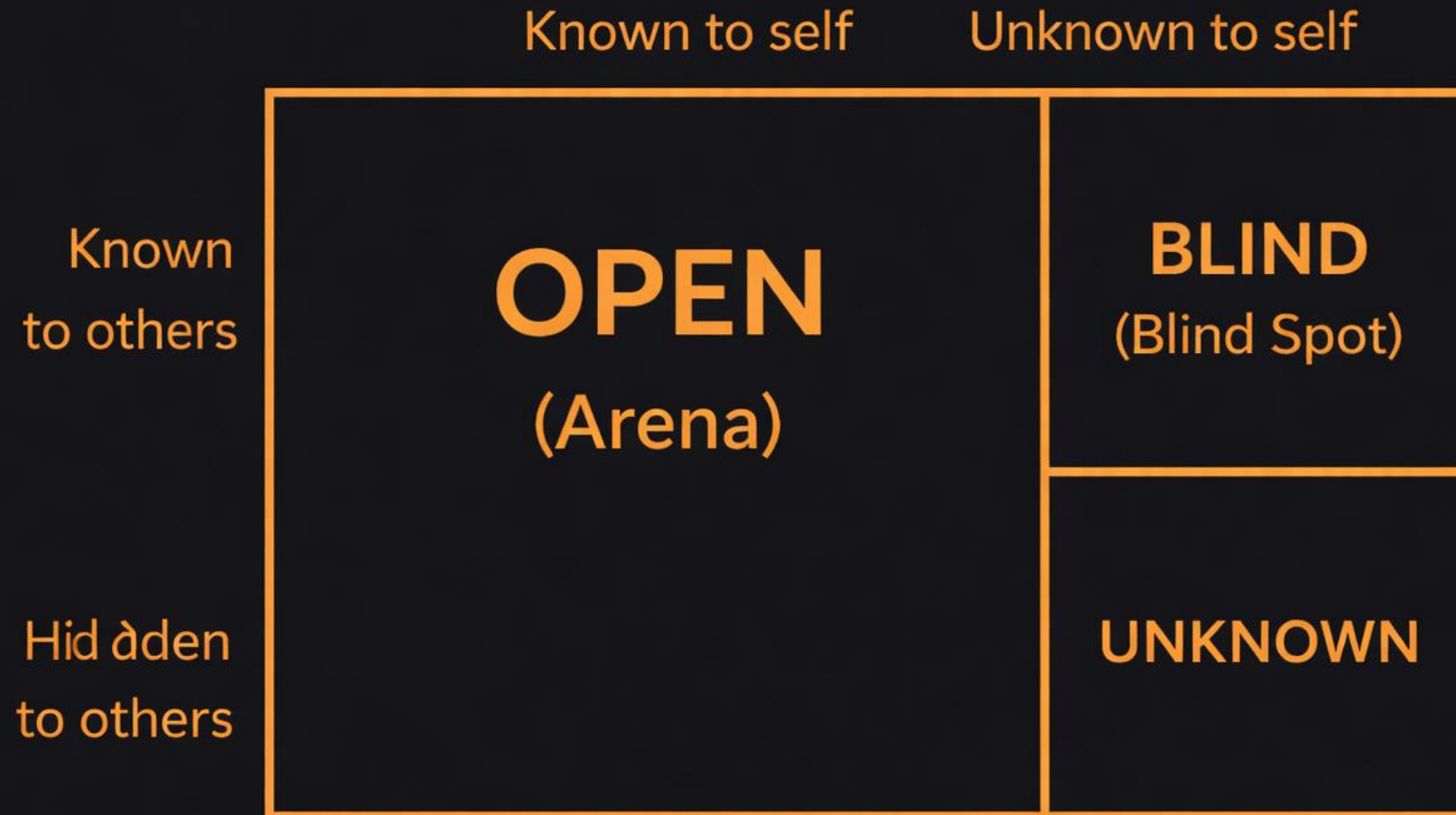
## The Johari Window



## The Johari Window



# The Johari Window



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?!





Swapping  
Out...

With  
What?



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



Texas News · [Follow](#)

2d ·

Austin, TX - Police are searching for this man who was caught on camera smashing a window during a road rage incident. The individual has been identified as Ian Kevin Brinkmeyer and a warrant has been issued for his arrest.





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)



NBC News   
@NBCNews



A Utah woman who went viral after she allegedly pulled down a young woman's skirt that she found to be too short in public has entered into a plea deal on a misdemeanor sexual battery charge.



From nbcnews.com

12:45 PM · Aug 13, 2024 · **24.4K** Views



## 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.



# Risks from A.I.

BBC

## Regulator contacts Meta over workers watching intimate AI glasses videos

3 days ago

Share  Save 

**Chris Vallance**

Senior technology reporter



Getty Images

# Speaking of A.I.



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

SHARE & SAVE



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.



SLOP LIFTING

# 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



Dealing with wrongful termination is overwhelming. Finding a qualified California employment lawyer shouldn't be.... more



All CA ZIP Codes!



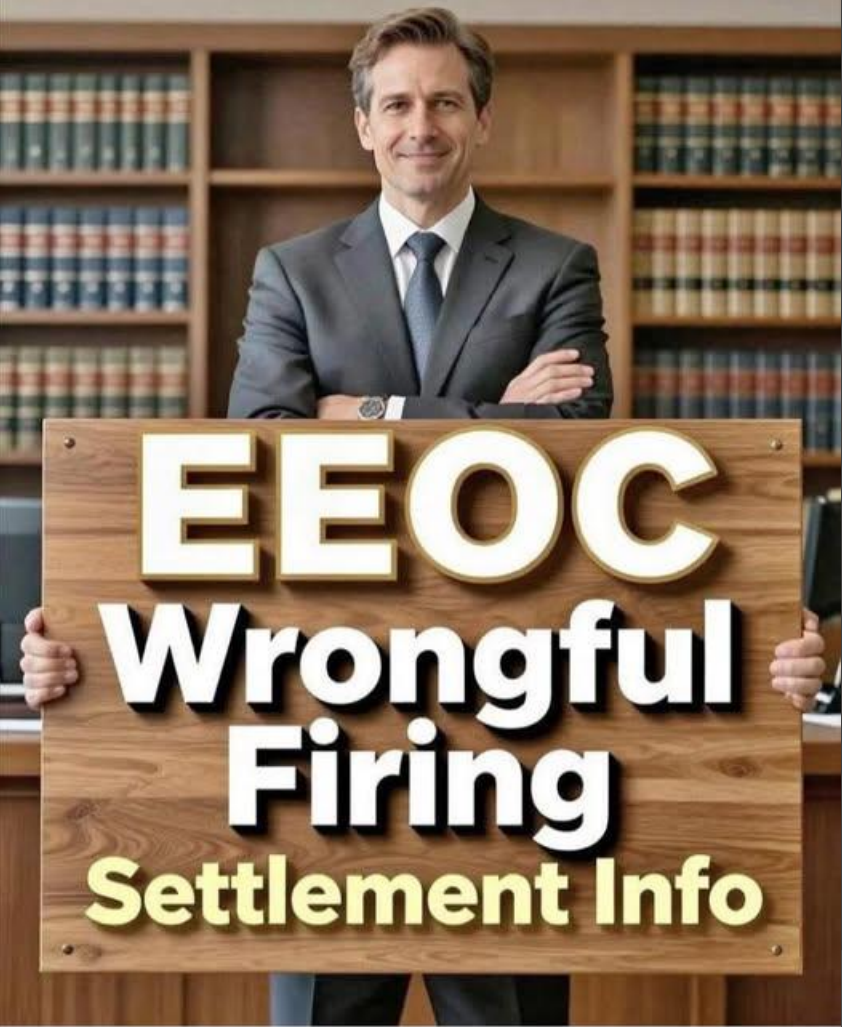
**Unlawfully fired?**  
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2026 EEOC wrongful firing settlement amo... more



Learn more

# 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

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





Jeff McKissack