

#GotEthics?: Ethics & Social Media For Planners

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APA Florida Annual Conference

Daytona Beach, Florida

September 6, 2017



The American Planning Association's
Professional Institute
**American Institute
of Certified Planners**

Making Great Communities Happen

Advice on Conduct

- This ethics session has been created by presenters in order to provide general education materials regarding the *AICP Code of Ethics and Professional Conduct*.
- Although scenarios, sample problems, and question-and-answer sessions are an important part of identifying various code provisions, please note that only the Ethics Committee is authorized to give a “formal advisory opinion” on the propriety of a planner’s proposed conduct (Ethics Code, Section C.3).
- Please direct any queries or suggestions regarding the AICP Code of ethics and Professional Conduct to AICP’s Ethics Officer, Jim Peters, at ethics@planning.org.
- For more information, visit www.planning.org/ethics.

Why Use Social Media?

- Reach new audiences
- Disseminate more information
- Disseminate different types of information
- Facilitate community discussion
- Two-way dialogue
- Speed
- Cost



Public Notices Public Notices

PUBLIC MEETING SCHEDULED FOR THE
CITY OF SPRINGFIELD APPLICATION
TO THE
STATE CLEAN OHIO ASSISTANCE FUND

The CITY OF SPRINGFIELD is requesting up to \$750,000 to help clean up and redevelop the former Robinson Insulation, Ohio Gypsum, and Bob's Cool Custom Cars sites located on Cedar and Cliff Streets in the Springfield Regional Medical Center - Downtown Redevelopment Area. The project will allow the city to continue its preparation of land for the future construction of a state of the art regional medical facility. This redevelopment project will assist in the revitalization of downtown Springfield, spur additional economic development, and serve as a catalyst for additional commercial investment in Springfield's downtown.

THE PUBLIC MEETING WILL BE HELD ON
JULY 29, 2008

Springfield City Commission Room
6:15 PM

The public is encouraged to attend.

THE APPLICATION IS AVAILABLE FOR PUBLIC
REVIEW DURING NORMAL BUSINESS HOURS AT THE
FOLLOWING LOCATIONS:

Clark County Public Library
201 S. Fountain Avenue
Springfield City Hall, 3rd Floor
76 East Main Street

FOR MORE INFORMATION CONTACT
Bryan Heck, Project Contact, 937-324-7305
bheck@ci.springfield.oh.us
June 13, 2008

Why Discuss Social Media and Ethics?

- Growing use of social media for planning applications
- Use of social media creates new ethical and legal situations
 - Inclusiveness/exclusivity
 - More timely and complete information/outdated information
 - Lack of privacy/potential anonymity
 - “Sunshine Law” violations

New pitfalls, including...

- Potential for finding your mistakes
“on the front page of the paper” with
no help from the media



Your Experience and Interests

- Planners, attorneys, others?
- Public sector, private sector?
- Personal and/or professional use of social media?
- Extensive or limited use?
- What types of social media?
- Are you considering use of social media personally or in the workplace?

**WHAT
IS
SOCIAL
MEDIA?**



Officially, social media is “an umbrella term that defines the various activities that integrate technology, social interaction, and the construction of words, pictures, videos, and audio.”

<http://www.wikipedia.org>

#1.
SOCIAL MEDIA IS
HUGE.



500 BILLION.

The number of minutes spent on Facebook per month.

LAST YEAR, THAT NUMBER WAS A MEASLY 150 BILLION.



The amount of content
(web links, news stories,
blog posts, notes, photos, etc.)
shared each month on Facebook.

25 BILLION.

THAT'S MORE THAN 6X
LAST YEAR'S VOLUME.

500

The number of peer influence impressions Americans generate per year via social media.

62% of those impressions come from Facebook.

BILLION.





**24
HOURS.**

The amount of video
uploaded to YouTube
every minute.

**THAT'S MORE THAN DOUBLE
LAST YEAR'S VOLUME.**

The number of YouTube videos viewed per day

THAT'S TWICE
AS MANY
AS LAST YEAR.

2 BILLION.



4 BILLION.

The number of images hosted on Flickr.



THAT'S 13X MORE THAN THE LIBRARY OF CONGRESS.



ONE-THIRD.

The proportion of women aged 18-34 who check Facebook when they first wake up—even before going to the bathroom.

The percentage of companies using LinkedIn
to find and attract employees.

59% use Facebook and 42% use Twitter.

NINETY-FIVE.



Will help build
battle station
for food





The number of marriages last year between people who met through social media.

1 in 6.

THAT'S MORE THAN TWICE THE NUMBER OF PEOPLE WHO MET AT BARS, CLUBS, AND OTHER SOCIAL EVENTS COMBINED.

27 MILLION.

The average number of “tweets” per day on Twitter.

Home Profile Find People Settings Help Sign out

Prince says the Internet is dead. Maybe we should call it the Yø, or "that thingy we use to look up who Prince is."

1:13 PM Jul 6th via web Retweeted by 1 person

Reply Retweet

RexHuppke
Rex Huppke

THAT'S 8X LAST YEAR'S VOLUME.

The time it took for LeBron James to amass his first 150,000 Twitter followers.

It took Bill Gates 8 hours to reach 100,000.

7 HOURS.

WE ARE ALL WITNESSES.





Home Profile Find People Settings Help Sign out

As long as we can get loaded potato skins at T.G.I.Friday's, seafood can suck it. <http://ow.ly/24XhO> #bpcares



about 14 hours ago via TweetDeck

Retweeted by 100+ people

Reply

Rewtett

BP's official Twitter account:
16,000 followers.

Satirical (anonymously-run)
BP Twitter account:
180,000 followers.

**SOCIAL MEDIA IS
REDEFINING
VIRTUALLY
EVERYTHING,
INCLUDING
(BUT NOT LIMITED TO)...**

Social Media Best Practices

1. Train everyone.



TRAINING & DEVELOPMENT

A close-up photograph of a middle-aged man with a shaved head and dark eyebrows. He has a contemplative expression, with his right hand resting against his chin and his fingers near his mouth. He is wearing a light blue button-down shirt. The background is a soft-focus blue.

**WILL COST YOU \$1 TRILLION
DOLLARS**

Social Media Best Practices

1. Train everyone.
2. Create a content calendar.



Larom



"Say ... what's a mountain goat doing
way up here in a cloud bank?"

Social Media Best Practices

1. Train everyone.
2. Create a content calendar.
3. Crisis control during timely events.





APA Florida

Like This Page · June 13, 2016 · Edited · 0

A message from APA Florida President Melissa Zornitta.

Like Comment Share

Melissa Elliff Zornitta and 63 others

16 shares



Write a comment...



On behalf of the more than 2,500 members of the Florida Chapter of the American Planning Association, we want to express our deep sorrow and condolences to the family and friends of all the victims from this unprecedented, senseless tragedy yesterday in Orlando.

APA Florida stands with the Orlando community and is ready to support and assist in any way we can.

#OrlandoUnited



AARP Florida

Published by Patti Shea [?]

Page Liked · October 6, 2016 · Edited · 0

Hunker down, Florida. We're all in this together!

Cartoon from the Daytona Beach News-Journal

Tag Photo Add Location Edit

Like Comment Share

1.2K

Chronological

3,719 shares

37 Comments

[View 31 more comments](#)



Charlene Morley Y'all stay safe!!

Like · Reply · October 6, 2016 at 10:31pm



J Kathy Buckles Stay safe everyone. Many
prayers your way from Nebraska

Like · Reply · October 6, 2016 at 11:41pm



Lynn Earnest Bostick Stay safe.

Like · Reply · October 7, 2016 at 10:22am



Sandy Davenport Hope you're all keeping safe
and dry

Thinking of you . Love you all.

Like · Reply · October 7, 2016 at 11:17am



Emilie Dunn Thank God we mad it through

Like · Reply · 1 · October 7, 2016 at 7:58pm

Write a comment...





Sears



Follow

Did Hurricane Sandy affect your city? Get
your generators, air mattresses & more in
one place: spr.ly/6018py14

#HurricaneSandy

Reply Retweet Favorite

2

RETWEETS



6:05 PM - 26 Oct 12 · Embed this Tweet



Gap
@Gap

Follow

All impacted by #Sandy, stay safe! We'll be
doing lots of Gap.com shopping today. How
about you? 4sq.com/QPVDT9

Reply Retweet Favorite

A check-in at Frankenstorm Apocalypse -
Hurricane Sandy

Other Great Outdoors in New York, NY

Foursquare @foursquare · Follow





Baby, that was much too fast.

1958-2016

Cheerios  @cheerios

#prince

Rest in peace.

RETWEETS LIKES
16 20

2:17 PM - 21 Apr 2016

Follow

Social Media Best Practices

1. Train everyone.
2. Create a content calendar.
3. Crisis control during timely events.
4. Be transparent and forthright.





Melissa Zornitta

@mjelli322

Executive Director of the Hillsborough County City-County Planning Commission | Proud William and Mary & FSU grad | Tweets are my own opinions



Tweets
2,959

Following
255

Followers
374

Likes
1,651

Lists
1

Follow

Melissa Zornitta

@mjelli322

Executive Director of the Hillsborough County City-County Planning Commission | Proud William and Mary & FSU grad | Tweets are my own opinions

Tweets

Tweets & replies

Media



Melissa Zornitta @mjelli322 · 4h

Kicking off #APAFL17 with the annual @APAFlorida chapter meeting.



Who to follow · Refresh · View all



Beth Alden @bethalden

Follow



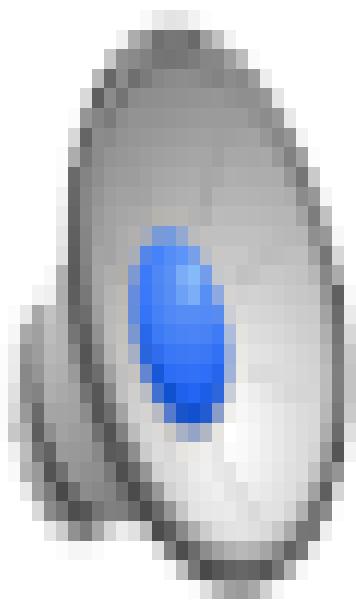
Plan Hillsborough @PlnH...

Follow

Social Media Best Practices

1. Train everyone.
2. Create a content calendar.
3. Crisis control during timely events.
4. Be transparent and forthright.
5. Follow social media standards for copyrights.





METRO JACKSONVILLE

Home News Urban Issues Transit Neighborhoods Learning From History Culture Development Dining/Nightlife Weekend Forum

20⁴⁰ TALKS = Sustainable Northeast Florida Region by 2040 + Pecha Kucha Format (20 slides, 40 seconds each) + Quality of TED Talks

Search



THURSDAY, Dec. 5, 2013
11:30 AM - 1:00 PM
UNF University Center
Lunch served



More Secrets of Jacksonville, Part II

Heartbreakingly Cool Footage of Downtown in 1942
Old 16mm vacation films were recently discovered at a garage

facebook



Metro Jacksonville
6,021 likes · 238 talking about this

News/Media Website
Metro Jacksonville is an online publication and transmedia group focusing on Urban Development and Culture focusing in the Greater Jacksonville area

About Photos Store Likes Events

8,321

LIVE DECEMBER 5 8PM ET NETWORK SPONSORED BY Florida Department of Transportation

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MJ
Metro Jacksonville
@metroj

Metro Jacksonville | Covering Jacksonville and Northeast Florida, Transit, History, Development, and Neighborhoods
Jacksonville, FL · metrojacksonville.com

6,567 TWEETS 171 FOLLOWING 5,321 FOLLOWERS

[Follow](#)

Tweets



Metro Jacksonville @metroj
First Baptist downtown is significantly downsizing its workforce for the first time in its history. metrojacksonville.com/forum/index.php...

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News4Jax.com THURSDAY NIGHT FOOTBALL TEXANS VS JAGUARS LIVE DECEMBER 5 8PM ET NETWORK SPONSORED BY Florida Department of Transportation

Oxford's 2013 words of the year Check out... 73° Jacksonville Scattered Clouds Site Web Search GO

Home News Weather Sports Entertainment Health Politics Morning Show Consumer News Community Seen on local/Florida News Georgia News U.S./World News Money Education Traffic Sexual Offenders This Week In Jacksonville Weird News

Home > News > Metro Jacksonville

METRO JACKSONVILLE

WJXT/News4Jax.com is partnering with MetroJacksonville.com to offer our readers additional coverage on urban issues, development, history, culture and dining.

MetroJacksonville.com Top Stories Tuesday, December 3, 2013

Did Jerry Vines nearly destroy First Baptist Church Downtown
Hogan's Creek wins Federal funding
1948 Video of Inside Riverside's Foremost Dairies, Inc.
Urban Construction Update for November

AIG EXPLORE Bring on tomorrow

ADVERTISEMENT

We're AIG. Insurance and retirement solutions for a brighter tomorrow.

EAT THIS. NEVER DIET AGAIN

About Metro Jacksonville

- Founded in March 2006 to increase public awareness about the urban core and promote fiscally sustainable growth in Jacksonville
- Online blog + interactive discussion board
- Focus on niche market
- 1 million page views



Challenges

- Attract a following
- Develop credibility
- Become politically influential
- Tactical urbanism



Success – Attract a following

- Daily original content
- Social media integration



Home News Urban Issues Transit Neighborhoods Learning From History Culture



Law Office of Christopher Wickersham
Bootlegging and Rum-Running in Jacksonville

Advocates for prohibition thought that once liquor licenses were revoked, if persuades the American public not to drink, smugglers would not oppose them. However, the opposite effect would happen.

Published October 13, 2011 in History 19 Comments Print Article Edit Article



A screenshot of a Facebook post. The main image shows a wide, dusty street in a city from the early 20th century, lined with multi-story buildings and overhead trolley tracks. A horse-drawn carriage and a few people are visible. Below the main image is a smaller thumbnail showing a similar view of the same street. The Facebook interface includes a blue header bar with the word "facebook", a search bar, and a caption area at the bottom.

Metro Jacksonville

Like Me

Success – Developing credibility

- Utilization as a community voice
- Tactical urbanism
- Local media partnerships



**JACKSONVILLE
MAGAZINE**

The Florida Times-Union
JACKSONVILLE.COM



News4Jax.com is a local news website for Jacksonville, Florida. It features a weather forecast (78° Jacksonville, Overcast) and a link to JustWeather.com. The site also includes a furniture advertisement for Circle K Furniture and a banner for "everything from country". The navigation menu includes Home, News, Weather, Sports, Entertainment, Health, Election 2012, Morning Show, Consumer News, Seen on, and various local news sections like LocalFlorida News, Georgia News, U.S./World News, Money, Education, Traffic, Sexual Offenders, This Week in Jacksonville, Metro Jacksonville, and Weird News.



MetroJacksonville.com is a partnership between WJXT/News4Jax.com and MetroJacksonville.com. The homepage features a banner for "METRO JACKSONVILLE" with a city skyline background. It includes a "Top Stories" section with a thumbnail image of a street scene and a list of articles. One article is highlighted: "Urban neighborhoods: New Town". Other stories include "Jacksonville Catholic church is nearly 100 years old", "On top of Jacksonville's JEA Building", "Inside Riverside's Bold Bean Coffee Roasters", "A futuristic plan for Jacksonville... developed in 1971", "Chamber of Commerce's view on downtown", "Who is Jacksonville's Bill Killingsworth?", and "Racism to blame for errant city planning?".



An advertisement for metroPCS with the slogan "Download faster". It features a green Android robot icon and the text "All screen images simulated".



An advertisement for "STOP COPPER THEFT!" featuring a play button icon over a background image of a building with missing copper pipes.

Success – Politically influential

- Laura Street Streetscape
- Courthouse Plaza
- Fuller Warren Bridge Shared Use Path



Success – Tactical Urbanism

- Pub crawls
- Jax Truckies
- Preservation SOS



Unintended ethical dilemmas

- Forum moderation
- Plagiarism
- Copyright infringement
- Original mission vs. person gain

A screenshot of the Amazon search results page for the book "Reclaiming Jacksonville". The search bar at the top contains the title. Below it, there's a navigation bar with links for Books, Advanced Search, Browse Subjects, New Releases, and Best Sellers. The main result is a book cover for "RECLAIMING JACKSONVILLE: STORIES BEHIND THE RIVER CITY HISTORY" by Ennis Davis & Robert Mann. It shows a wooden chair and a desk. To the right of the book image, there's a yellow box with the text "Only 10 left in stock! Ships from and sold by Want it delivered? 21 new from \$15.75". Below the book image, there are buttons for "Formats" and "Paperback".

A screenshot of the "LIBERALAND" website. At the top, there's a map of the United States where most states are colored blue. To the right of the map, the text "ALAN COLMES PRESENTS LIBERALAND @ALAN.COM" is displayed. Below the map, there's a banner featuring a portrait of Mitt Romney and the text "PAID FOR BY OBAMA VICTORY FUND 2012 Click to see MY REAL PLAN FOR AMERICA". There are also links for "Log in to Alan.com >" and "Not registered? Register now". At the bottom of the header, there are links for "Search Alan.com" and "Search".

Citizen Journalism At MetroJacksonville.com A Model For What's To Come

POSTED IN LIBERALAND BY ALAN • OCTOBER 10, 2009, 3:30 PMET • 0 COMMENTS

[Tweet](#) 0 [submit](#) [+1](#) 0 [Like](#) 17

With newspapers folding and many denizens in the old media not understanding the new media, the young entrepreneurs at metrojacksonville.com are on the edge of the curve. Locals, including officials, can't wait to post there, knowing their messages will be read by an engaged citizenry. They are using the web the way it is meant to be used, incorporating a level of interactivity that most newspapers haven't grabbed onto.



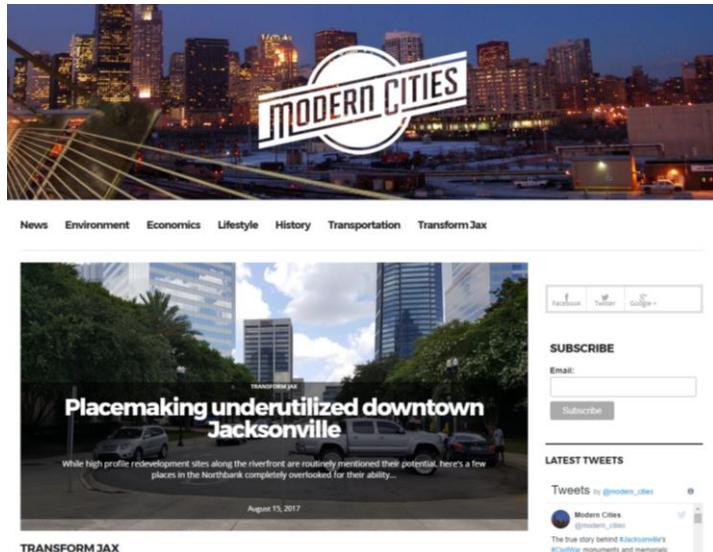
A vertical advertisement for MetroPCS. It features a black smartphone on the right side. The background is dark blue with the text "5 MP" in large orange letters. At the bottom, it says "metroPCS HUAWEI" and "Advertise on Liberaland".

Recent Posts

- Man Tries To Sneak Into Home Of Miley Cyrus
- Rep. Joe Walsh Attacks Sandra Fluke: "Get A Job"
- RNC Gave Romney Negative Bounce
- Mitt Romney Didn't Mention The Troops In

Best practices: getting back on track

- Establishing an ethics-based business plan
- Integrating ethics-based bylaws
- Internal corporate restructuring
- Be willing to start fresh



PLANETIZEN

News Columns Jobs Training Schools Store

Metro Events & Dates Testing New High Tech Security Screening for Travelers

Consultant 

What Does 'Gentrification' Really Mean?

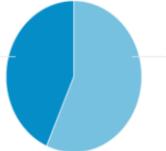
We two people seem to quite agree on what the word "gentrification" means. If you're curious about it, here's a quick guide and yourself in a conversation about gentrification eventually—and you might find yourself in a fight.

Is There a Perfect District
See Street-Cornered La Jolla's Gentrification Photos
Aurora Rising
100 Year Old Law Explains Why So Many Trucks It Inspects Are Built for Interstates
A City's Future May Depend on Its Demographic Shift
500 Miles Between C Towns: How One Man Crosses Ave A for Leisure Transit in Small Cities
Five Big Ideas About the Transformation of Land in Los Angeles
The Streets of Denver, CO

Age 100% of total sessions

27.50%	33.50%	15.50%	12.50%	5.50%	5.50%
18-24	25-34	35-44	45-54	55-64	65+

Gender 100% of total sessions



By JESSICA PALOMBO • AUG 14, 2017

A conductor-less train is being tested in China, with plans to take on passengers starting next year.

Modern Cities co-founder Ennis Davis said the groundbreaking autonomous train has smaller-scale, slower cabs already moving through the streets of downtown Jacksonville.



LISTEN 2:19

JACKSONVILLE TRANSPORTATION AUTHORITY



Modern Cities
@moderncities

Followers: 178 Following: 106 Published: 289 Likes: 45 Retweets: 0

Who to follow

- City of Palms 31,200
- Modern Cities PHMC 1,190
- Mod City 1,090
- Portland Press Herald 1,080
- Portland Press Herald 1,080

Who's talking

Transfer for you



wjct

wjct Jazz Night in America

WJCT Home News WJCT Presents First Coast Connect Schedule WJCT Music Programs & Podcasts

Search

Business Brief

MONDAYS DURING MORNING EDITION

BY JESSICA PALOMBO

Every week, WJCT News Director Jessica Palombo talks with Modern Cities co-founder Ennis Davis about the latest business and development trends affecting the First Coast.

Business Brief: Jacksonville At Forefront Of Driverless Public Transit Planning

By JESSICA PALOMBO • AUG 14, 2017

A conductor-less train is being tested in China, with plans to take on passengers starting next year.

Modern Cities co-founder Ennis Davis said the groundbreaking autonomous train has smaller-scale, slower cabs already moving through the streets of downtown Jacksonville.



ModernCities.com
@ModernCitiesOnline

Posts

ModemCities.com August 13 at 7:40pm

Gainesville, Florida is rapidly developing its walkable, urban center

About

Modern Cities Media News Company

Community

See All

11 invite your friends to like this page

941 people like this

540 people love this

Alert

Typically reply within a day

Send Message

Modern Cities Media News Company

People Also Like

Transform Joe



Gainesville: the quintessential urbanizing college town | [View Post](#)

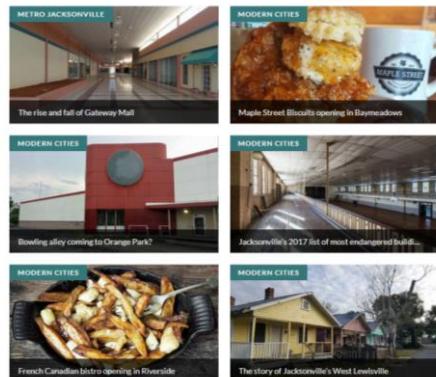


Secure <https://www.news4jax.com/community/modern-cities>

NEWS I-TEAM SPORTS HEALTH LIFESTYLE COMMUNITY

COMMUNITY Positively Jax Restaurant Report Community Calendar Back To School Education uShare Photo

LATEST





Wellington Gardens K Park

May 21, 2014 ·

If you like the Wellington Gardens concept for K Park - or even if you don't - please share your opinion by taking our short survey. 425 other people already have. Thanks.... <http://www.wellingtongardens.net/survey-form.html>



Wellington Gardens survey form

Wellington Gardens survey form - a survey form on Wellington Gardens for residents of Wellington Florida

WELLINGTONGARDENS.NET

Like

Comment

Share





Wellington Gardens K Park

February 5, 2015 ·

Thanks to all the people who turned out for the Village Council Meeting last Tuesday night. It wasn't about Wellington Gardens, it was about you making the difference in your community. It's a good lesson for the future. The people clearly do make a difference. And, every person mattered. You clearly changed the outcome of what might have been - the best expression of community I've seen in a long time.



Like

Comment

Share





Wellington Gardens K Park added an event:

September 4, 2015 ·

This meeting is the last chance for Wellington residents to voice their opinion on the important topic of what type of development occurs at K Park. Support your community. Let your voice be heard.



SEP

8

K Park Town Hall Meeting

Tue 7:03 PM · Wellington Municipal Complex

Interested

Like

Comment



Wellington FL - Friends of a Mixed Use/New Urbanism K-Park

March 14, 2016 ·

Final push, let's make something happen tommorow!!!! Drahos, and Gerwig!!!!



Like

Comment

Share



45

Top Comments ▾



Wellington FL - Friends of a Mixed Use/New Urbanism K-Park shared a link.

August 17, 2015 ·



Chuck Mineo K Park Presentation

Wellington Gardens' presentation of K Park site development proposal to Wellington Village Council.

YOUTUBE.COM

Like

Comment

Share





Wellington FL - Friends of a Mixed Use/New Urbanism K-Park

March 2, 2016 ·

Video of K Park meeting. Fast forward to the end to see what kind of officials we have in council. Remove Margolis, vote GERWIG and DRAHOS.



Village Council on 2015-01-27 7:00 PM - Jan 27th, 2015

Live and Recorded Public meetings of Village Council on 2015-01-27 7:00 PM for Village of Wellington, FL

WELLINGTON.GRANICUS.COM

Like

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Wellington FL - Friends of a Mixed Use/New Urbanism K-Park

August 6, 2015 ·

<http://horsemenonline.com/.../.../PBIECPhase2artistrendering.jpg>

THIS IS THE PROPOSAL THAT THIS COUNCIL SHOT DOWN DUE TO PRESSURE FROM THE JACOBS CAMP. NOW I DON'T HAVE A DOG IN THAT FIGHT AS I AM NOT AN EQUESTRIAN, AND DON'T PUSH FOR DEVELOPMENT IN SOMEONE ELSE'S BACKYARD. BUT I DO KNOW THAT THIS COUNCIL HAS THE ABILITY TO SHUT DOWN GOOD PROJECTS UNLESS THE PEOPLE COME OUT IN FORCE SUPPORTING K PARK MIXED USE.



Like

Comment

Share

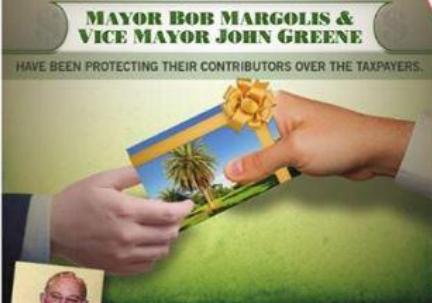




Wellington FL - Friends of a Mixed Use/New Urbanism

K-Park shared their photo.

March 13, 2016 ·



Bob Margolis and John Greene
tried to sell K-Park by giving a
no-bid contract to a campaign
contributor who would have lost
the taxpayers \$16 million.

K-Park is Village property, but Margolis and Greene awarded a contract to a major contributor of theirs for \$10 million dollars, skipping all normal procedures for open bidding and public debate over proposals.

The only reason they didn't get away with their plan
is because their benefactor couldn't come up with
the money. Shortly thereafter, an open bidding
process later received a \$26 million dollar offer.

Just another corrupt deal from
Margolis and Greene.

**BOB MARGOLIS AND JOHN GREENE
ARE OUT FOR THEMSELVES.**

Wellington FL - Friends of a Mixed Use/New Urbanism K-Park

March 10, 2016 ·

Like Page



Like

Comment

Share

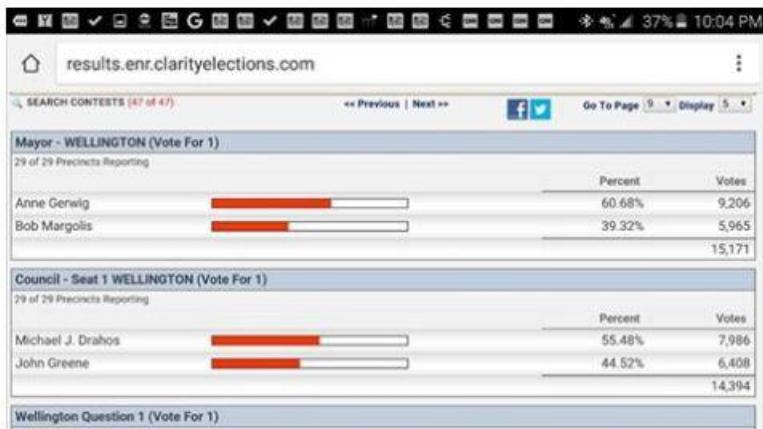


Wellington FL - Friends of a Mixed Use/New Urbanism K-Park

March 15, 2016 ·

Game over for Margolis. Thank you for a new Wellington Council !!! The people have spoken. Wishing both the winners and losers of this election the best.

Let's make progress on K Park. Thank you all for your support. I started this website last January after the K Park meeting. What I saw was total incompetence, and corruption. I needed to find a way for the people to connect and communicate, and to never forget that day. We really almost got screwed. The 780 apts were in the bag if not for the people showing up. They took us seriously. Bad mistake, we have our town back!!!! Thank you all again!!!



Like



Comment



Share



▼



Village of
Wellington
Florida @VillageofWellington

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135 Views

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Village of Wellington Florida at [Essex Park](#).
Published by [facebook@wellingtonfl.gov](#) [?]

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Wellington Florida

@Wellingtonflgov

Official Twitter for the Village of Wellington, FL | All page content falls under FL Public Records Law. See Policy / Terms of Use [wellingtonfl.gov/discover-us/...](http://wellingtonfl.gov/discover-us/)

④ Wellington, Florida

🔗 wellingtonfl.gov

📅 Joined August 2011

㉓ Born on December 31, 1996

📸 2,438 Photos and videos



DISCOVER OUR GREAT HOMETOWN

[Tweets](#)**6,518**[Following](#)**483**[Followers](#)**2,062**[Likes](#)**3,193**[Lists](#)**2**[Moments](#)**0**[Edit profile](#)

Tweets

Tweets & replies

Media

You Retweeted



Darren Edgecomb @PBCentral_Princ · 1h

Honor to attend the "State of the Village" luncheon today with @Wellingtonflgov Mayor @AnneGenwig !! #ProudPrincipal #greathometown #PBCHS



Anne Genwig



Wellington Florida @Wellingtonflgov · 1h

Check back with us weekly to discover new @Wellingtonflgov neighborhood parks. Essex Park info: bit.ly/1OujLdG #GreatHometown



Your Tweet activity

Your Tweets earned 2,470 impressions over the last 24 hours



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[Refresh](#) · [View all](#)



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[Follow](#)

Palm Beach Civic @Palm...

[Follow](#)

Visitor Center WPB @Wa...

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[Find people you know](#)

[Trends](#) · [Channe](#)

Wellington, FL : Social M Wellington Commun homepage

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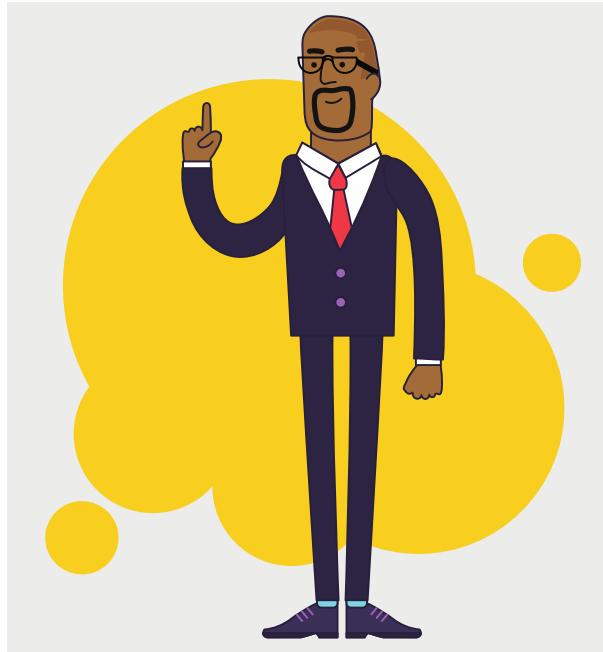
Social Media

- Harland, a realtor, is one of five members of the Hudson Plan Commission.
- After a Commission meeting, he posts an item on his Facebook page about a development proposal.
- He hopes to get some reactions from Facebook “friends” in Hudson.



Social Media

- Included in the long thread of comments on Harland's Facebook page are some from two of his fellow Commission members.
- Harland replies to these comments and a back-and-forth exchange ensues.
- Dan, AICP, the planning director of Hudson, sees the Facebook posts.



Dan, AICP

Questions

Q: Are there any ethical concerns that Dan should have?

Q: What should Dan, AICP, say to Harland, even though he is not a planner?



Harland

Ethical Issues

- Dan may want to brief Harland—and his fellow Commission members—about citizen participation issues.

Ethical Principles for Planning (for planning process participants): “Strive to give citizens (including those who lack formal organization or influence) full, clear, and accurate information on planning issues.”

Principle #1e: “Participation should be broad enough to include those who lack formal organization or influence.”

Principle #1h: “We shall deal fairly with all participants in the planning process.”

(Continued next slide)

Ethical Issues

- Dan should check state and local “Open Meetings” laws, since three Commission members, including himself, were commenting about a project outside of a public meeting.

A. Open Meetings Act

The Open Meetings Act (the “Act”) is designed to make government meetings accessible to the public. It requires meetings to be open to the public unless they are held for expressly authorized closed sessions. The Act specifies that the public has a right to attend any meeting where a particular subject matter is being considered. “The public” is construed in favor of open government.

(See next slide for an additional question)

Questions

- Q. Is Facebook an adequate and appropriate forum for public engagement?
- Q. Are there any potential problems—and advantages?



Public Planner Connects With Development Community on LinkedIn

You are a planner employed by a county government, and you are assigned primarily to writing staff reports for rezoning proposals and reviewing site plans for land development permits. In the course of your work you have interacted with numerous other professionals. You are a member of LinkedIn (a professional network), which identifies you as a county planner, and you are interested in expanding your connections. Your connections are available for viewing by the public.

Public Planner Connects With Development Community on LinkedIn

You receive invitations to connect on LinkedIn from the managing partner of a real estate development firm, a land-use attorney who frequently represents rezoning applicants in the county, and a civil engineer for a firm that commonly prepares land development plans for property owners and developers in the county. You have worked with all of these professionals as county planner, so you accept them as connections. Are there any ethical implications or issues associated with accepting these invitations to connect?

(Credit: P. Salkin)

Public Planner Connects With Development Community on LinkedIn

- Discussion
- Consider potential for an appearance of a conflict of interest outside the narrow context of the literal wording of a given principle.
- Could a connection with someone on LinkedIn present opportunities for ethical mishaps (enables private communication)?

Relevant AICP Code Provisions

Principles to Which We Aspire

2.c. Avoid appearance of conflict of interest

Rules of Conduct

8. Private communication (public)
20. Unlawful discrimination

#GotEthics?: Ethics & Social Media For Planners