

# Using Social Media to Advance Ethical Planning

2013 Rocky Mountain Land Use Institute Conference

Valerie Hubbard, FAICP, Leed AP BD+C

Mary Kay Peck, FAICP

Shelby Sommer, AICP, LEED AP

# Advice on Conduct: Please Note

This session has been created to provide general education regarding the AICP Code of Ethics.

Though examples, sample problems, and question and answer sessions are an important part of illustrating application of the code's provisions, all certified planners should be aware that "Only the Ethics Officer [Chief Executive Officer of APA/AICP] is authorized to give formal advice on the propriety of a planner's proposed conduct." (AICP Code of Ethics, Section C3).

If you have a specific question regarding a situation arising in your practice, you are encouraged to seek the opinion of the Ethics Officer (Paul Farmer).



# 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?

# Why Use Social Media?

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



# How Is Social Media Being Used By Local Government/Planners?



Facebook



Twitter



LinkedIn



YouTube



flickr



Pinterest



Blogs

- \* Disseminate information

- \* Two-way Conversation

- \* Marketing

- \* Solicit public input

- \* Surveys

- \* Virtual meetings

- \* Message Boards

- \* How are you using it?





Find us on  
**Facebook**

facebook



Search for people, places and things



## American Planning Association Colorado Chapter

166 likes · 5 talking about this

Non-Profit Organization

We are an organization of professionals and citizen planners providing vision and leadership for the future development of Colorado communities.

About



Photos



Likes



City of Fort Collins, Colorado - Government

September 23, 2010



This is a good one: How can the City best address traffic congestion and maximize resources? Join the conversation on our Discussion Board, topic: Plan Fort Collins-Traffic Congestion.

Like · Comment · Share

1 13

Linda Bergere likes this.



**Emily Heinz** Is it possible to put protected (perhaps barrier), bike lanes along College, Shields, Mulberry & Prospect? I'd be happy if we'd just start with College Ave!  
September 23, 2010 at 3:47pm · Like



**Lief Youngs** Make more bike friendly routes and let the traffic be a little heavy. Drivers may convert to bikers when they see the bikers go places faster.  
September 23, 2010 at 3:49pm · Like



**Don Owsley** Businesses that can function well enough by keeping many of their employees at home would cut down on dense traffic.  
September 23, 2010 at 5:03pm · Like



**Ken Miller III** If you continue to build bigger better roads cars will continue to fill them up, if you let congestion build alternative means of transportation will become more attractive. Personally I would like to see all main roads look more like West Mountain especially near parks and schools.  
September 23, 2010 at 5:55pm via mobile · Like · 2



**Matt Fischer** How about a special driving test for people with Wyoming plates?  
September 23, 2010 at 6:59pm via mobile · Like · 2



**Joann White** I can just picture me bicycling with my 88 yr old mother on the back of the bike to the doctor's office, yikes  
September 23, 2010 at 9:27pm · Like



**Brian Lindecker** More bike-friendly roads with dedicated, protected biking lanes.  
September 23, 2010 at 9:31pm · Like



**Jessie Tierney** TAX CUTS FOR CYCLISTS.  
September 23, 2010 at 9:49pm · Like · 1



**Linda Bergere** A roundabout at Southridge Greens Boulevard and Trilby....the congestion at that intersection is the worst in the CFC...Power Line Trail meets busy parking lot for Platte River Power Poles....east and west bound traffic at 60+mph ignoring the recommended 25mph under train trestle with limited site distance and narrow bridge over Fossil Creek....bikers, hikers, drivers, walkers with dogs off leash....crazy busy congestion.  
September 24, 2010 at 12:15am · Like



**Ken Miller III** What I meant by West Mountain is car lanes for those taking there mother to the doctor, bike lanes for those who prefer to bike and a small trolley line for the folks that choose mass transit to connect to the Mason corridor.



Follow us on  
**Twitter**

#### Tweets

Following

Followers

Favorites

Lists

#### Follow Green River, WY

Sign up

Globales Trends · Change

#MajorTurnOffs

#daarombenjeboos

#EscuchandoEuroclub

#Silvestri

#TellAFeministThankYou

Selenators Can't Wait For Selena's New Album

Toni Cantó

Sophie-Tith

Benedicto XVI

LIS

© 2013 Twitter About Help Terms Privacy Blog  
Status Apps Resources Jobs Advertisers  
Businesses Media Developers Directory



**Green River, WY**

@GreenRiverWY

Wyoming's Best Kept Secret!

Green River, WY · <http://www.cityofgreenriver.org/>

702  
TWEETS

101  
FOLLOWING

121  
FOLLOWERS

Follow

#### Tweets



**Green River, WY** @GreenRiverWY

3h

City Comprehensive Master Plan: [bit.ly/Wildlz](http://bit.ly/Wildlz)

Expand



**Green River, WY** @GreenRiverWY

5 Feb

Weekly Frost Depths February 5th, 2013: As the frost level drops, the Utility Division begins to monitor the fro... [bit.ly/UuA1S0](http://bit.ly/UuA1S0)

Expand



**Green River, WY** @GreenRiverWY

30 Jan

Weekly Frost Depths January 29, 2013: As the frost level drops, the Utility Division begins to monitor the frost... [bit.ly/TXAYSB](http://bit.ly/TXAYSB)

Expand



**Green River, WY** @GreenRiverWY

21 Jan

Public Informational Session, January 31, 6:00 pm: A Public Informational Session will be held at 6:00 pm in the... [bit.ly/10jowtg](http://bit.ly/10jowtg)

Expand



YouTube

Search

Upload

GUIDE NEW

This is your guide

Access your channel, playlists, subscriptions, and more.

Uploaded videos by wheatridgetv8

Wheat Ridge Planning Commission February 7th, 2013

0:07:14 / 1:09:51

SHORT COMMUTES

Wheat Ridge Top of the Hour - "Height and Density" - December 2012

wheatridgetv8 60 videos

Subscribe 14

14 views





# LinkedIn

LinkedIn Account Type: Basic | Upgrade

Shelby Sommer • Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More

Groups Search

Is Your Firm Listed? - List your Architecture Firm Online. Enter business address to start now

APA Sustainable Communities Division

Discussions Members Promotions Jobs Search More

Share group

Search members

Search for names or keywords to find specific members of this group.

This Week's Top Influencers

Edward Saltberg Adaptation Decision Tool for Coastal Communities - Help Us Frame the March Webinar

These members have contributed to some of the most active discussions in the group. Why not join the conversation?

Follow Follow Follow Follow Follow

Members (2,647)

Sorted by: most relevant Showing 1 - 26 of 2,647

Shelby Sommer (V) Planner - Clarion Associates, Fort Collins, Colorado Area See activity x

David Wortman (T) Senior Program Manager, Brendle Group, Greater Denver Area Unfollow | See activity x

Chris Haller (T) User Experience Designer and Online Engagement Strategist, Greater Denver Area Unfollow | See activity x

LinkedIn Account Type: Basic | Upgrade

Valerie Hubbard • Add Connections

Home Profile Contacts Groups Jobs Inbox Companies News More

Are You a Director? - Apply to the Worldwide Who's Who network for Successful Women.

Valerie Hubbard

Director of Planning Services at Akerman Senterfitt

Tallahassee, Florida Area | Public Policy

Previous Florida Department of Community Affairs, Tallahassee-Leon County Planning Department, City of Orlando

Education Masters, Urban and Regional Planning at University of Florida

Improve your profile 249 connections

www.linkedin.com/pub/valerie-hubbard/41573076

Contact info

Experiences

**Director of Planning Services**  
Akerman Senterfitt  
December 1994 - 10/1/2007 (12 years 10 months)  
February 2007 - Present (5 years 8 months)

Provide planning services to both private and public sector clients throughout the state on a wide variety of planning challenges. Work includes: crafting and implementing comprehensive plans, land development regulations, Development of Regional Impact (DRI), special area and neighborhood plans, design standards and sustainable planning practices as well as serving as an expert witness.

**Director of Community Planning Division**  
Florida Department of Community Affairs  
Government Agency, 11-15 employees Government Administration Industry  
October 2001 - January 2007 (5 years 4 months)

Supervised review of local government comprehensive plans and developments of regional impact, provision of technical assistance programs and variety of state initiatives. Participated in drafting, passage and implementation of legislation affecting division's programs.

100% profile completeness

**Don't Run Out of Money in Retirement**

If you have a \$100,000 portfolio, download the guide by Forbes columnist Ken Fisher's firm. Even if you're not sure how to start rebuilding your portfolio or who to turn to for help, this must-read guide includes research and analysis you can use right now. Don't miss it!

Click Here to Download Your Guide!

Who's Viewed Your Profile?

15 Your profile has been viewed by 15 people in the past 16 days

11 You have shown up in search results 11 times in the past 16 days

Valerie's Activity

Valerie Hubbard is now connected to Craig Metzger, Planner II - City of Orlando, Photographer, Graphic Artist, Licensed Massage Therapist, Maryam Ghaybi, CEO, Ghaybi & Associates, Inc. and 1 other person.

Valerie Hubbard is now connected to Sue Schwartz.

flickr™



Picasa™ Web Albums

Home

My Photos

Explore

## Historic Photos

Share

Prints

Download

flickr™ "Explore" The Tour Sign Up Explore

Family Albums Share



by leulencornato go

This photo was taken on January 14, 2011 using a Sony Cyber-shot DSC-W100.

by 17 views

This photo belongs to:

leulencornato go's photostream (1,000)



This photo also appears in:

• Working Model: Heart-Centered and...

Tags:

Builder • Boulder Creek • Water • Community • Urban • Design • Community planning • Boulder (city and county) • Central Park • Architecture

Additional info:

Settings: 1280 (34%) 800 (20%) 480 (12%)

License:

© All Rights Reserved

Privacy:

This photo is visible to everyone



Follow me on *Pinterest*

## Some Favorite Daniel Burnham Designs

Burnham Nationalists

41 followers, 18 pins



Columbus broke beyond the arched fountain representing discovery on the street level. On the right, facing



Duluth Civic Center Historic District is a historic district in Duluth, Minnesota that includes five buildings: the St. Louis County Courthouse, designed by architect Daniel Burnham and built in 1916-1918; Duluth City Hall, designed by Thomas J. Sullivan built in 1928; and the Federal Building, designed by government architect and built in 1923. The center is a notable work of the City Beautiful movement. The complex is listed on the National Register of Historic Places.



The Newmont Exchange Building



It was built on the grounds of the former J. S. Gales and Son's, a dry-goods store. The end of the interurban age came on January 11, 1940, when the track between Terre Haute and Indianapolis was closed, largely the result of automobiles making interurbans uneconomical. From December 1, 1940 until 1973 the arcade served as the city's urban bus station.

Indianapolis



Pennsylvania Union Station

1 like · 3 replies



The First Building in Pittsburgh

1 month

Pinterest

## State Historical Fund Grant Stories

Organizations around the state are working hard to preserve Colorado's historic buildings and sites, here are some of those stories.



History Colorado

89 followers, 30 pins



In June 2009, the Southeast Colorado Regional Heritage Task Force (SECORHT) through an SHF Grant, developed short video PSAs—including this one on the Sand Creek Massacre National Historic Site—focusing on significant historic sites in southeast Colorado. The video pieces can prior to first-run films in local theaters that exposes local audiences to significant historic sites in their own backyards. SECORHT hopes this project will serve as a model for other communities.

by History Colorado

youtube.com



In June 2009, the Southeast Colorado Regional Heritage Task Force (SECORHT) through an SHF Grant, developed short video PSAs—including this one on Ben's Old Fort National Historic Site—focusing on significant historic sites in southeast Colorado. The video pieces can prior to first-run films in local theaters that exposes local audiences to significant historic sites in their own backyards. SECORHT hopes this project will serve as a model for other communities.

by History Colorado

1 repin

youtube.com



Located on the west flank of the Sangre de Cristo Range, the 13,000-acre Baca Mountain Tract is a pristine treasure trove of San Luis Valley history and prehistory. From American Indian encampments and stone structures, to traces of the Old Spanish Trail, to Hispanic and American mining settlements, the area preserves an unparalleled record of the many ways people have made of the San Luis Valley.

by History Colorado



Nestled in a remote, undeveloped forest at 9,240 feet, the 1959 log Farmer Cabin served as a sheep herder line camp for over 30 years, but became susceptible to squatters, deterioration, and vandalism when it fell out of use in the 1990s. Fortunately, due to its highly remote locale, the cabin is relatively well-preserved, but still faces structural, preservation, health, and safety concerns.

by History Colorado

1 like

Reels.com



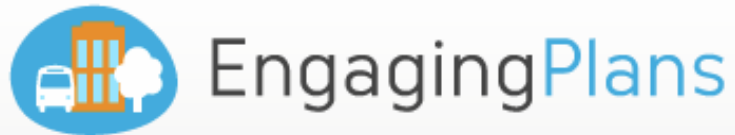
The town of Moffat was awarded its first SHF grant toward the First Baptist Church in 2003, totaling nearly ten years of community involvement and preservation efforts to restore the building. Constructed in 1911, the ornamental concrete church is one of the few remaining historic buildings in Moffat, lending it particular significance to the town.

by History Colorado

Reels.com



# Other Emerging Interaction & Feedback Mechanisms





# Who Has Access to the Internet?

- \* Everybody?
  - \* Adults: 78%
  - \* Teenagers: 95%

Source: Pew Research Center



# Who Has Internet Access?

- \* Seniors: 41%
- \* Hispanics: 68%
- \* No High School Diploma: 43%
- \* Less than \$30,000 Income: 62%
- \* Disability: 54%

Source: Pew Research Center



# Who Uses Social Networking Sites?



65% of All Internet Users

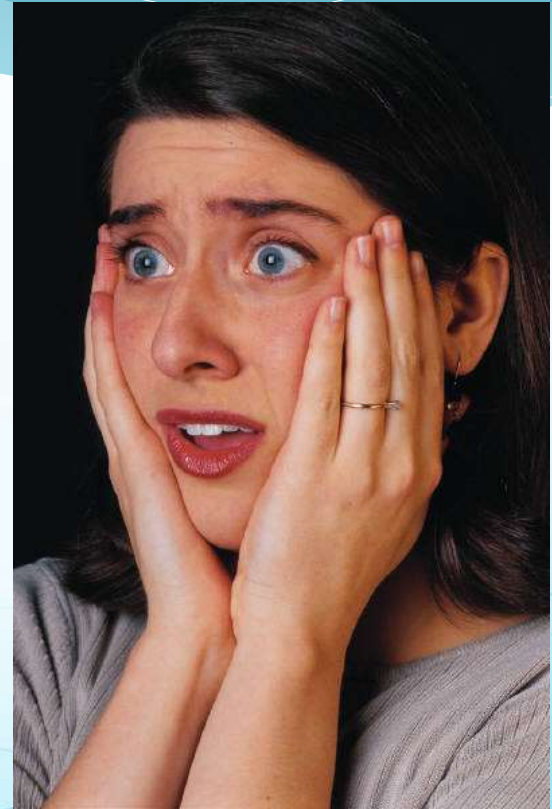
# Why Discuss Social Media and Ethics?

- \* 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



# Why Discuss Social Media and Ethics?

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



# Social Media Experience

## \* Lessons Learned

- \* Build an audience
- \* Provide timely and accurate information
- \* One tool in the tool box
- \* Establish policies and protocols prior to use



# Social Media Experience

## \* Challenges

- \* How do you move beyond notification to engagement?
- \* How to replicate the experience for non-users?
- \* How do you meet expectations?
- \* How to manage and interpret results?
- \* Personal vs. professional use



# AICP Code of Ethics and Professional Conduct



## \* Four Sections

- \* Aspirational Principles – Ideals to which we are committed
- \* Rules of Conduct – Rules to which we are held accountable
- \* Procedures – Processes by which Code is enforced
- \* Planners Convicted of Serious Crimes – Automatic suspension

NOTE: In slides which follow, the Code provisions are paraphrased. For full text, please see <http://www.planning.org/ethics/ethicscode.htm>.



# Aspirational Principle 1.

## Our Overall Responsibility to the Public

Our primary obligation is to serve the public interest and we, therefore, owe our allegiance to a conscientiously attained concept of the public interest that is formulated through continuous and open debate.

- d) Provide timely, adequate, clear and accurate information on planning issues to all affected persons and to governmental decision makers

# Aspirational Principle 1.e)

## Our Overall Responsibility to the Public

We shall give people the opportunity to have a meaningful impact on the development of plans and programs that may affect them. Participation should be broad enough to include those who lack formal organization or influence.





# Implications

## Social Equity

# Aspirational Principle 3.

## Our Responsibility to Our Profession and Colleagues

**We shall contribute to the development of, and respect for, our profession by improving knowledge and techniques, making work relevant to solutions of community problems, and increasing public understanding of planning activities.**

- \* Used judiciously, social media can be an invaluable tool
- \* Used unwisely, it can erode respect for the profession and mislead the public
- \* Use of social media creates new expectations and responsibilities.





# Aspirational Principle 3.

## Our Responsibility to Our Profession and Colleagues

### **a) We shall protect and enhance the integrity of our profession.**

- \* Social media becomes our public face – how do we come across?
- \* Private versus professional use of social media – can we really keep these totally separate?
- \* What about “friending, following and connecting?”



# What About “Friending, Following, Connecting”?

What are the pros and cons?

A lot depends on context:

Private versus public use of social media

Private sector versus public sector planners

What are the exact circumstances behind relationship?

Is there a conflict or an appearance of conflict?

What does “friending” really mean?



# Aspirational Principle 3.

## Our Responsibility to Our Profession and Colleagues

- b) We shall educate the public about planning issues and their relevance to our everyday lives.**
  - \* Great opportunity to reach the public on a regular basis – not just when they feel threatened
  - \* Again - use of social media creates new expectations and responsibilities

# Aspirational Principle 3.

## Our Responsibility to Our Profession and Colleagues

**c) We shall describe and comment on the work and views of other professionals in a fair and professional manner.**

- \* Disparaging comments made on social media can have far-reaching consequences.





## Some Key Rules of Conduct

Rule 1 – We shall not deliberately or with reckless indifference fail to provide adequate, timely, clear and accurate information on planning issues.



# Rule 7 – Client Confidentiality



**Rule 7 – Requirement to maintain confidentiality of client information except in when required by process of law, to prevent a clear violation of law, or to prevent a substantial injury to the public.**

- \* Applies to information “the client or employer has requested to be held inviolate or that we should recognize as confidential because its disclosure could result in embarrassment or other detriment to the client or employer.”
- \* Use of social media can exacerbate any intentional or unintentional violation of this rule.

# Rules 8 & 9 – “Sunshine Law” and Transparency Issues



**Rule 8 – We shall not, as public officials or employees, engage in private communications with planning process participants regarding matters over which we have authority to make a binding, final determination if prohibited by law, agency rules, procedures or custom.**

**Rule 9 – We shall not engage in private discussions with decision makers in any manner prohibited by law, agency rules, procedures or custom.**

- \* Sunshine law: meetings must be open, with advance notice and minutes taken
- \* Possibility of intentional or inadvertent discussion of public matters outside sunshine
- \* Records retention issues
- \* Critical need for social media policy to guide use

# Rule 12 – Misrepresentation of Professional Qualifications

- \* **Rule 12 – We shall not misstate facts relevant to our professional qualifications.**



# Rule 19 – Responsibility to disclose interests of client or employer

**Rule 19 – We shall not fail to disclose (nor participate in an effort to conceal) the interests of our client or employer when participating in the planning process.**

- \* Ability to skew the discussion and deceive the public
- \* Increased potential for anonymity on social media
- \* Issue for social media policy





# Some Key Rules of Conduct

**Rule 20 – We shall not unlawfully discriminate against another person.**



# Tips for Effective Use of Social Media (and Staying Out of Trouble)

- \* Don't over-rely on social media – it has limitations
- \* Consider the implications before you post – it's like putting it in the newspaper
- \* Remember that as planners we have to avoid even the appearance of unethical behavior
- \* Keep information accurate and up-to-date
- \* Set up protocols for posting and for managing the account

# Does the AICP Code of Ethics Adequately Address Social Media?

- \* What do you think?
- \* Why or why not?
- \* How could this issue be resolved?
- \* Other thoughts?

