

Promoting a Civil Social Media Landscape

March 5, 2025





CIVILITY

in social media

Presented by Marliss Weber, MACT

parodos
SOCIAL MARKETING

HOW IT STARTED

ME, TRYING TO FLIRT



RD

HOW IT'S GOING





Whatever
happened to
precedented
times?

KNOW YOUR AUDIENCE



**WHO DO YOU
WANT TO BE
AS A
LEADER?**



HOW TO FRAME A POST



HOW TO FRAME A POST

1. Empathy

HOW TO FRAME A POST

- 1. Empathy**
- 2. WIIFM**

HOW TO FRAME A POST

1. Empathy

2. WIIFM

3. Context

HOW TO FRAME A POST

1. Empathy

2. WIIFM

3. Context

4. Position

HOW TO FRAME A POST

1. Empathy

2. WIIFM

3. Context

4. Position

5. Criticism

HOW TO FRAME A POST

1. Empathy

2. WIIFM

3. Context

4. Position

5. Criticism

6. CTA

RESPONDING TO CRITICISM





A wooden signpost with two horizontal planks reading "COMMON GROUND" in a rural landscape. The sign is positioned on the right side of the frame, with a vertical wooden post. The background is a vast, golden field of crops, likely wheat, under a bright sky with a sun in the upper left corner. The horizon shows rolling hills and mountains. The overall scene is bathed in warm, golden light, suggesting a sunrise or sunset. The sign is made of light-colored wood with a natural grain pattern. The text "COMMON GROUND" is written in a bold, dark brown, sans-serif font. The signpost is set against a backdrop of a vast, open landscape with rolling hills and mountains in the distance. The sky is a mix of blue and yellow, with some light clouds. The foreground is a dense field of golden wheat, with some hay bales visible in the middle ground. The bottom of the image features a decorative gradient bar transitioning from purple to teal to green.

**COMMON
GROUND**

A wooden signpost stands in a vast, golden field under a sunset sky. The signpost has two horizontal wooden planks. The top plank reads 'COMMON GROUND' and the bottom plank reads 'YOUR WHY'. The background shows rolling hills and a few scattered trees in the distance. The bottom of the image features a decorative gradient bar transitioning from purple to teal to green.

**COMMON
GROUND**

**YOUR
WHY**



**COMMON
GROUND**

**YOUR
WHY**

ACTION

A wooden signpost stands in a vast, golden field under a sunset sky. The signpost has four horizontal wooden signs stacked vertically. The background shows rolling hills and a few scattered trees in the distance. The bottom of the image features a decorative gradient bar transitioning from purple to teal to green.

**COMMON
GROUND**

**YOUR
WHY**

ACTION

THANKS

**CREATE A
RESPECTFUL
SPACE**





Thank you!

Marliss Weber, MACT

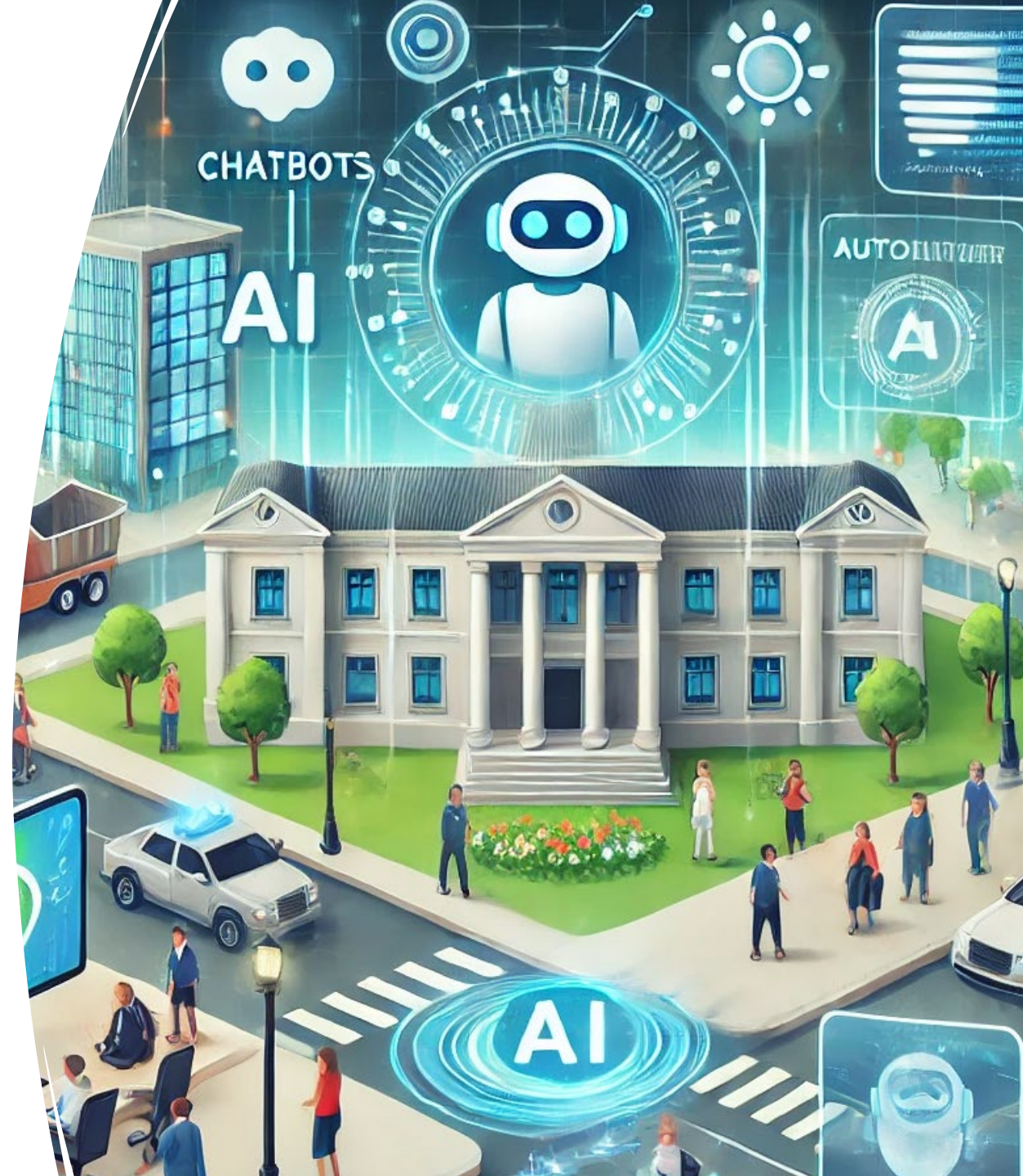
780.906.6297

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parodos
SOCIAL MARKETING

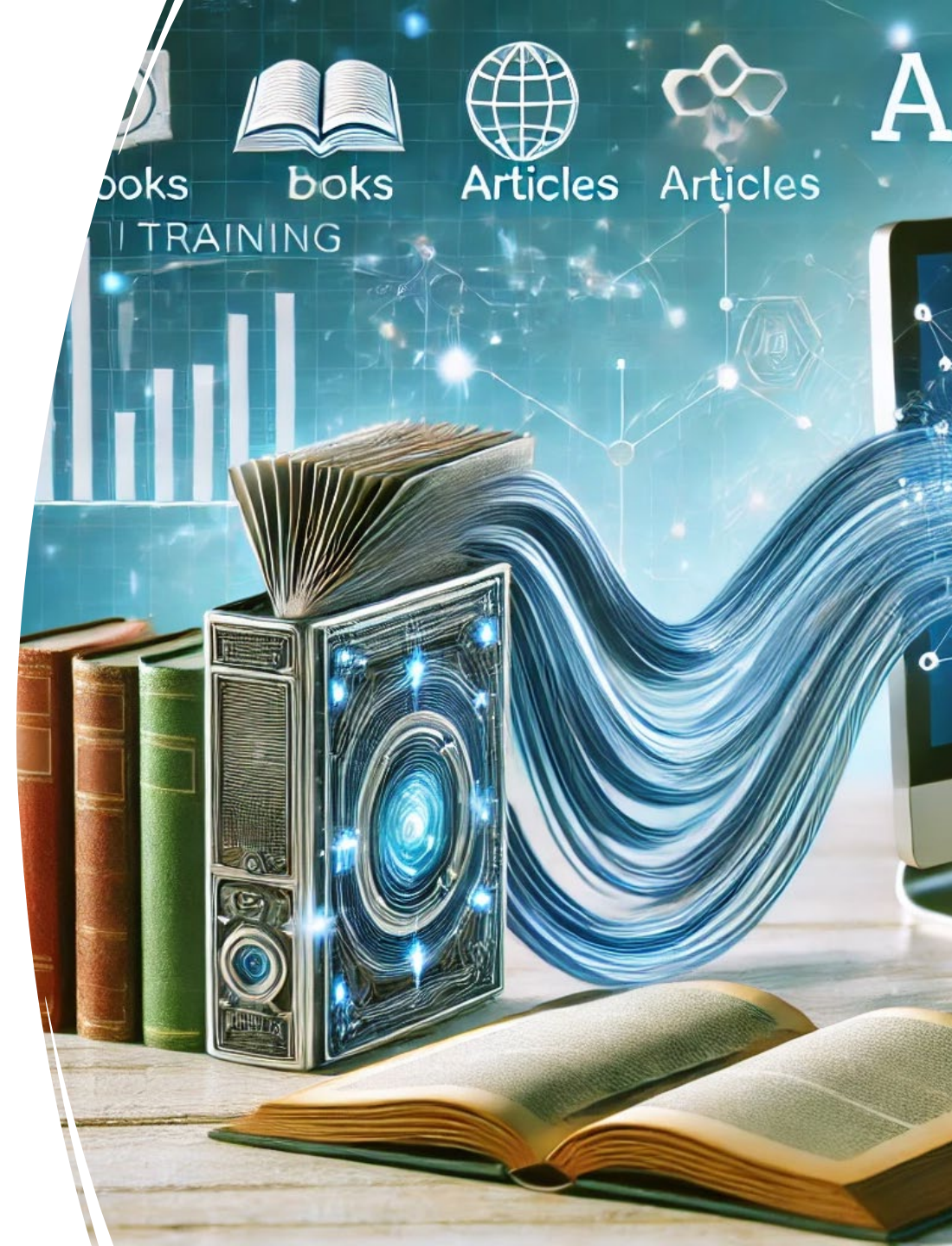
How to Use AI in Local Government

Understanding AI
Training, Bias, and
Ethical Constraints



How AI is Trained

- Pretrained on massive datasets (books, articles, websites)
- Predicts next words to learn language patterns
- Fine-tuned with human feedback (RLHF)
- Designed to generate coherent and useful responses



Potential Bias in AI

- AI learns from data that may contain societal biases
- Biases can appear in responses based on historical data
- Developers use techniques to reduce bias but cannot eliminate it completely
- AI does not have independent reasoning, only statistical patterns



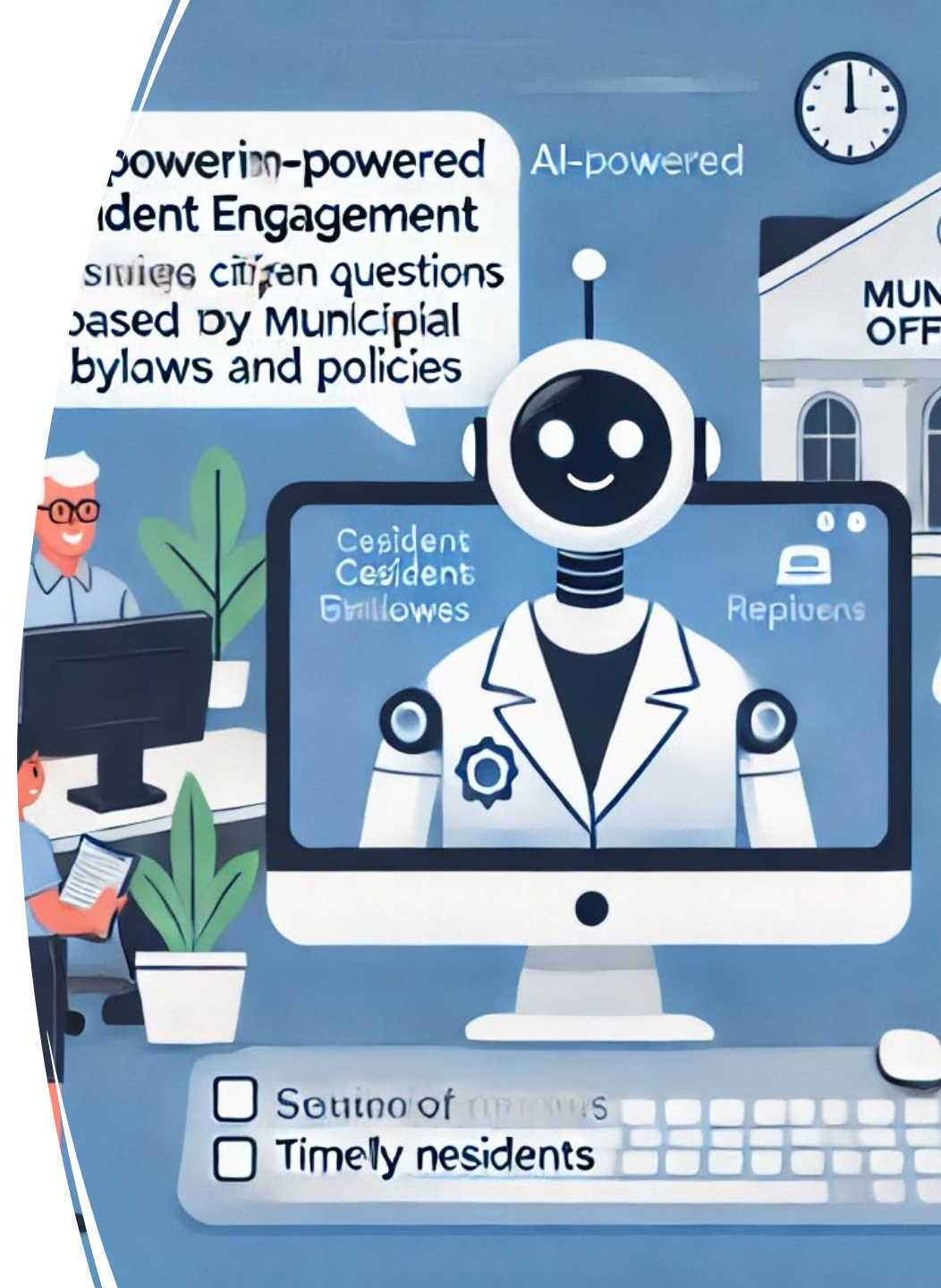
Why AI is Trained to Be 'Nice'

- AI is fine-tuned to be respectful and avoid harmful content
- Ethical guidelines prevent hate speech and offensive responses
- Rule-based filtering ensures AI remains constructive
- Responses prioritize politeness and helpfulness



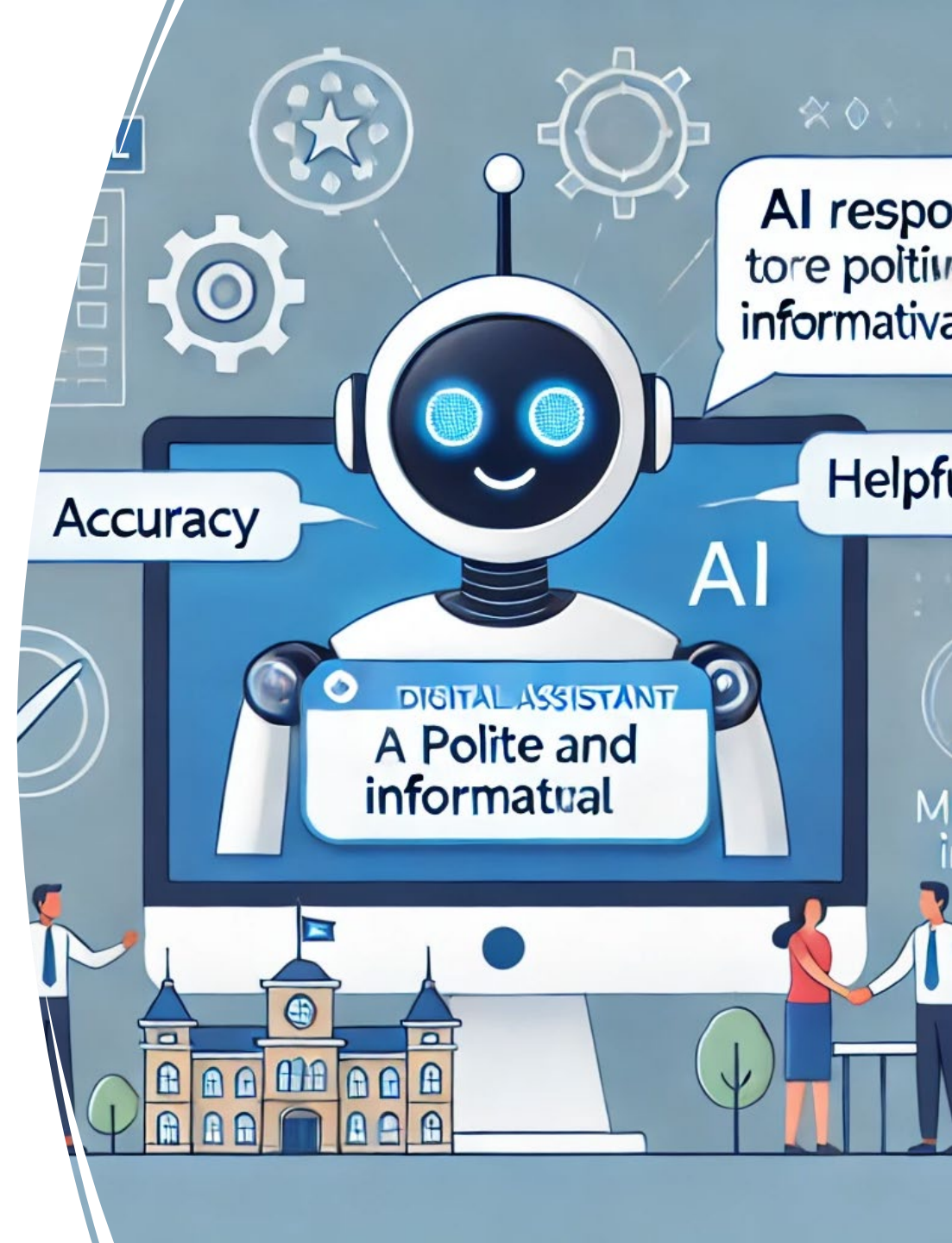
AI for Resident Engagement and Responses

- AI helps craft responses to resident inquiries
- Ensures accuracy by training AI on bylaws and policies
- Provides consistent and factual information
- Saves staff time while improving response quality



Using AI to Reply to Residents

- [Hanna Resources](#)



AI-Generated Social Media Posts

- New bylaws entered into ChatGPT to generate posts
- Ensures consistent messaging and clarity
- Streamlines communication with residents
- [Chat GPT](#)



Using AI for Image Generation

- AI tools like Ideogram can generate high-quality images with embedded text
- Useful for creating visuals for social media, presentations, and marketing materials
- Helps municipalities quickly produce custom graphics that align with messaging
- Enhances public engagement with eye-catching designs
- [Explore Ideogram for AI-powered image creation:](#)



AI for Podcasts and Video Updates

- Council agendas and event lists processed by Notebook LM
- AI generates podcast content summarizing key points
- Podcasts shared on YouTube and Facebook for broader reach
- Provides an alternative to traditional newsletters
- [Notebook LM](#)



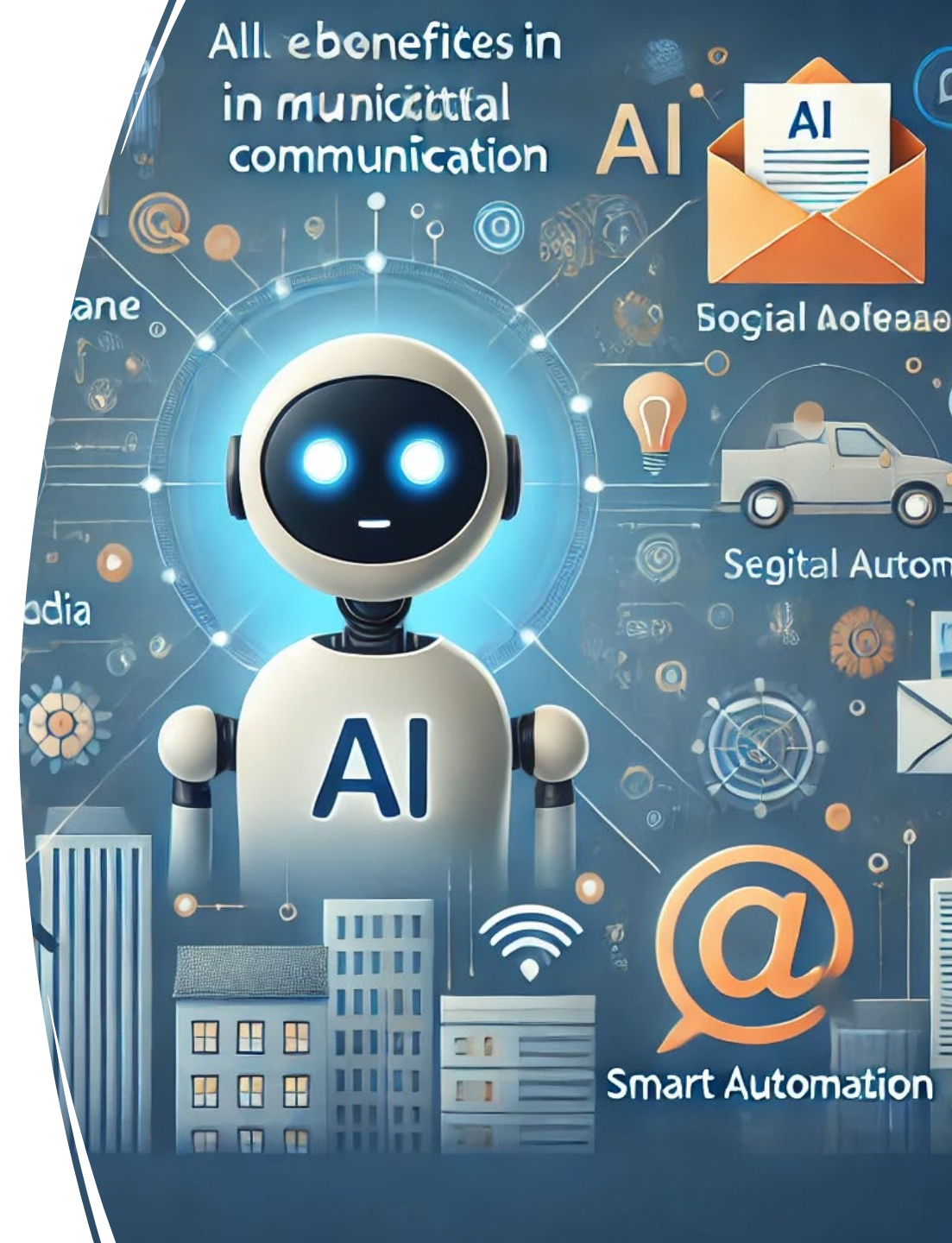
Using AI to Summarize Large PDF Documents

- AI can quickly analyze and summarize lengthy municipal reports, bylaws, and council documents
- Helps officials and residents access key points without reading full documents
- Ensures transparency by making complex information more digestible
- Saves time for staff and improves efficiency in decision-making
- AI-powered tools can extract key insights and generate summaries for reports, emails, or presentations



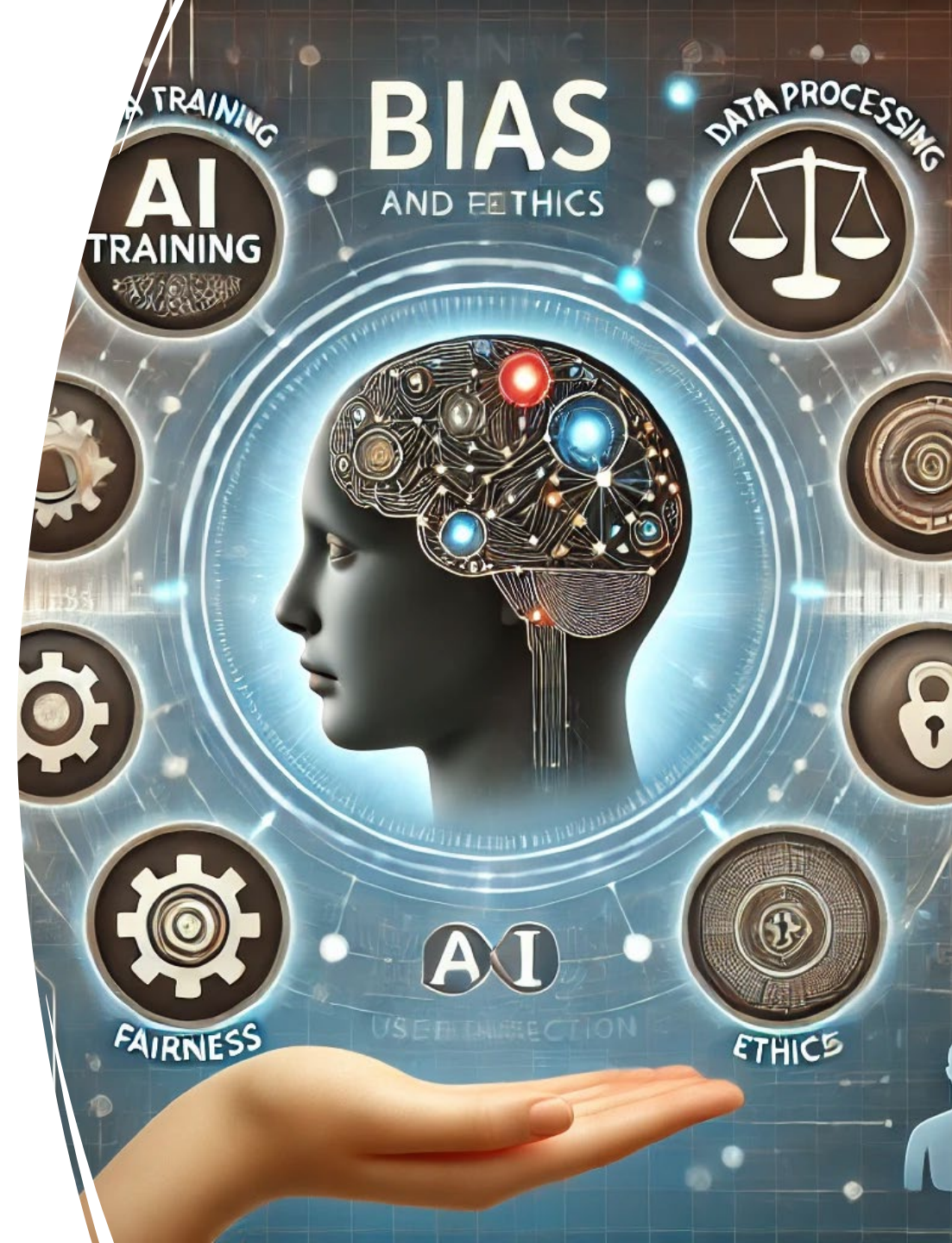
The Benefits of AI in Municipal Communication

- Improves efficiency and accuracy
- Expands reach beyond traditional communication methods
- Saves staff time while improving resident engagement
- AI-powered tools ensure up-to-date and accessible information



Summary

- AI training involves vast datasets and human feedback
- Bias in AI comes from data and is managed but not eliminated
- AI is designed to be 'nice' for ethical and practical reasons
- Understanding these factors helps in responsible AI usage



Promoting and Modelling a Civil Social Media Landscape

**JENN
SCHMIDT-REMPEL**
Lethbridge City Council

PEOPLE.

SERVICE.

BUSINESS.

COMMUNITY.

Agenda

- The role of social media in political discourse...why do we do it?
- Strategies for modelling civil discourse
- Promoting constructive dialogue and engagement
- Leveraging AI



Why do we do it?

- Social media is a double-edged sword: it enhances transparency and accessibility but also amplifies negativity and misinformation.
- Municipalities and elected officials rely on it for direct communication with residents.
- Offers a level of transparency and can be a way to gather feedback.
- Key challenge: balancing open discourse with the need for respectful conversations.



Modelling Civil Discourse

- 
- Setting the tone
 - Responding to criticism
 - Engaging a distrustful public
 - Responding to misinformation
 - Heated debates
 - Redirecting complaints toward solutions
 - Personal attacks and hostile comments

Setting the tone...

Maintain a respectful and professional tone in all interactions.

Avoid engaging in arguments or responding emotionally.


Show civility even when facing criticism.


Acknowledge differing opinions without escalating tension.

Use fact-based communication and transparency.




Responding to Criticism

 **Comment:** “I don’t agree with your stance on [insert local issue here], and I think you’re ignoring public input.”

 **Response:** “I appreciate your perspective. This decision was based on extensive feedback from residents and expert recommendations. I understand that not everyone will agree, but my goal is always to serve Lethbridge to the best of my ability. I’m happy to discuss further if you'd like!”

Responding to Criticism

 **Comment:** “The city is wasting money on unnecessary projects while ignoring real issues!”

 **Response:** “I appreciate your concern about responsible spending. The City’s budget is carefully planned with community priorities in mind. You can review the City of Lethbridge budget and finance documents at:
<https://www.lethbridge.ca/council-administration-governance/budget-and-finances/> If you have specific suggestions, I’d love to hear them!”

WHAT A LET DOWN...

- 🚫 BLAINE HYGGEN
- 🚫 BELINDA CROWSON
- 🚫 JENN SCHMIDT REMPEL


Thank You for disregarding the London Road Neighbourhood Association Development Plan, residents, local businesses, and London Road neighbours.
IF THIS HAPPENS IN OUR NEIGHBOURHOOD, IS YOURS NEXT?



PORK BUTT SALE
\$298
lb.
\$6.57Kg

London Road market.

Corner of 6th Ave. & 13th St. S.
WWW.LONDONROADMARKET.CA
PHONE: 403-328-1751



SOUR GRAPES to the "Troublesome Trio" on City Council

🚫 Blaine Hyggen 🚫 Belinda Crowson 🚫 Jenn Schmidt Rempel



SWEET GRAPES to our customers
Green or Red Seedless Grapes
\$249
lb.
\$5.48Kg

London Road market.

Corner of 6th Ave. & 13th St. S.
WWW.LONDONROADMARKET.CA
PHONE: 403-328-1751



LET'S BE FRANK,
the "Troublesome Trio" on City Council made a Bad Decision

BBQ SIZE Top Dogs **\$599**
900 gr each

London Road market.

Corner of 6th Ave. & 13th St. S.
WWW.LONDONROADMARKET.CA
PHONE: 403-328-1751

🚫 Blaine Hyggen 🚫 Belinda Crowson 🚫 Jenn Schmidt Rempel

Our Stories:

Why is more housing needed?

CITY OF
Lethbridge



Addressing Housing Challenges in Lethbridge: why I supported 4 new housing projects.


By [Jenn Schmidt Rempel](#) January 23, 2025


No Comments

At Tuesday's City Council meeting, [Council approved 4 proposed housing projects on the city's southside](#). It was not an easy decision, and as these projects were met with some community opposition at the December public hearings, I wanted to take a moment to more fully explain why I supported these projects.





Engaging a Distrustful Public

 **Comment:** “You politicians never listen to us. It’s all decided behind closed doors.”


 **Response:** “Transparency is important to me. All council meetings are open to the public, and I encourage everyone to participate! You can find agendas, minutes, and livestream links at: <https://agendas.lethbridge.ca/AgendaOnline> If you have specific concerns, let’s talk!”


Responding to Misinformation

 **Comment:** “I heard taxes are increasing by over 10% because of Exhibition Park. This is outrageous! Council needs to go!”


 **Response:** “There seems to be some confusion about this. Council has decided to use contingency funding and surplus dollars from the current budget to support the operations of Lethbridge & District Exhibition (LDE). This maintains the already approved 5.1% tax increase for the next two years. Let me know if you have any questions!”


Heated Debates

 Residents arguing in your comments section.


 **Response:** “I appreciate the passion behind this discussion! Let’s keep it respectful and focused on solutions. Disagreements are welcome, but personal attacks are not.”


Redirecting Concerns Towards Solutions

 **Comment:** “The roads in this city are a disaster! You don’t care about fixing them.”

 **Response:** “I hear you—road maintenance is a top priority. The City has a plan for infrastructure improvements, which you can review here:
<https://www.lethbridge.ca/news/posts/closures-repairs-and-improvements/> If there’s a specific area you’re concerned about, let me know, and I can follow up with our infrastructure team.”

Personal Attacks and Hostile Comments

 **Comment:** “You’re a disgrace! Resign now!”

 **Response:** “I understand that not everyone will agree with every decision, and I welcome respectful discussion. If you have specific concerns, I’d be happy to hear them.”

OR

“This page is a space for respectful discussion. Personal attacks are not acceptable. Further violations may result in removal.”



Hello

I received your “vote for Jenn” flyer in my door.

You need a course in how to present yourself

You are too fat for the clothes you are wearing

You are too old for the clothes you are wearing

Your hair is a disaster.

Get someone to clean you up for next year so you can have a hope of looking like a professional

Don't use two last names, especially if one is as bad as Schmidt

Hello,

Just a little advice

First, if you want to be taken seriously, act your age. For example you are dressing like a 15 year old, you are too chubby to be wearing those kinds of clothes to begin with, and your hair is simply god-awful


Hope this helps

Personal Attacks and Hostile Comments

- Recognizing the difference between criticism, personal attacks, abuse, and harassment.
- Using blocking and reporting as a last resort.
- Prioritizing mental and physical well-being.
- Call out unacceptable behaviour and set boundaries.

Promoting Constructive Dialogue and Engagement

Encourage solution-oriented, meaningful discussions by asking for input on community issues in a way that fosters collaboration.




Share civic engagement opportunities and promote civic education to help people understand how municipal decisions are made.



Acknowledge positive contributions and thank residents for engaging constructively.



Celebrate community successes, highlight local heroes, and share uplifting stories.



Build a culture of respect and digital citizenship.





Jenn Schmidt-Rempel, Councillor, Lethbridge City Council

February 13 at 10:26 AM · 🌐



Welcome to the new members of our Downtown Police Unit officers! "The addition of the new Downtown Police Unit positions will not only increase police presence and visibility downtown, but enhance the team's capacity to conduct more proactive enforcement of open drug use and other issues." ~Chief Mehdizadeh. [#yql](#) [#lethbridge](#) [#brightertogetheryql](#) [#yqljenn](#)



Lethbridge Police Service

February 13 at 8:32 AM · 🌐

Four new members of the Downtown Policing Unit have been on the beat since the beginning of the year and are committed to making their presence known, seen and ... [See more](#)



Jenn Schmidt-Rempel, Councillor, Lethbridge City Council is with Stephen Luu and Blaine Hyggen - Mayor of Lethbridge.



February 10 at 3:33 PM · 🌐

Had a fantastic Saturday night celebrating the Year of the Snake with the Southern Alberta Chinese Association. This is what [#brightertogetheryql](#) looks like! [#yql](#) [#lethbridge](#) [#yqljenn](#)





Jenn Schmidt-Rempel, Councillor, Lethbridge City Council

January 17 · 🌐



Tell me about something good that happened this week! I got to:

- hear about the results of the 2025 #brightertogether survey
- learn about Tourism Lethbridge's DestinationNEXT survey
- attend the State of the City Address
- view the design of the future west side temple at a community open house

It's great to have so many opportunities to learn and connect with our residents! #yql #lethbridge #brightertogetheryql #yqljenn #GoodVibesFriday

JENN SCHMIDT-REMPEL

Lethbridge City Council

Tell me about something good that happened this week!

Lethbridge Brighter Together Survey

63% of businesses surveyed are optimistic about the health of their business.

Top Locational Strengths to doing business in Lethbridge:

- + Quality of Life
- + Collaborative Environment

Top Locational Challenges to doing business in Lethbridge:

- Utilities Costs
- Municipal Tax Environment

Mayor Hyggen's
State of the City Address
January 16, 2025

TOURISM Lethbridge

Canadian Destination Leadership Council
Lethbridge, AB DestinationNEXT 2024



PEOPLE. SERVICE. BUSINESS. COMMUNITY.

Leveraging AI

- AI-assisted speech and text generation for content generation of public statements.
- AI tools for tracking public sentiment and managing engagement.
- Automated chatbots for answering questions.
- Using AI to monitor trends and misinformation.



Conclusion and Key Takeaways

- Civility in digital spaces starts with us. By leading with respect, we encourage others to follow suit.
- Setting clear expectations, promoting engagement, and leveraging technology can improve online discourse.
- Online interactions shape real-world trust in government—let's use them to build, not divide.

A civil digital landscape isn't just a dream—it's a responsibility.
Let's work together to make it happen.

Questions

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Edmonton, AB T6E 6E6

abmunis.ca

hello@abmunis.ca

310-MUNI



 **Alberta
Municipalities**
Strength
In Members

Thank you!

300, 8616 51 Avenue NW
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310-MUNI



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Municipalities**
Strength
In Members