SOCIAL PITCHES

Did you hear? NYCCOIB is on Tiktok now! Our username is @ethicsnyc, complementing the rest of COIB’s surprisingly active social media footprint.

This got us thinking: what social media activities are constrained by the City’s conflicts of interest law? For each potential social media action described below, try to determine whether Chapter 68 would likely permit or prohibit it:

1) A Staff Analyst retweets a news article describing a scandal at her agency; she adds “so embarrassed!!” and tags the agency’s official Twitter account in her post.

2) At the direction of his supervisor, a Job Opportunity Specialist creates and posts a video to his agency’s TikTok account where he explains the process for securing benefits administered by the agency. The video’s description includes a link for viewers who enjoy his presentation style to subscribe to his personal Patreon.

3) An Assistant Commissioner is running for elected office. He has agency social media staff post to the agency’s official Facebook page a photo of him, with a caption saying that those impressed by the agency’s work should support his candidacy.

4) An HR Coordinator pins a job posting from her agency on her personal LinkedIn wall, asking those in her network to contact her with resumes or recommendations.

5) A few months after leaving City service for a position at a City vendor, a former Administrative Analyst slides into the personal Instagram DMs of a current Contract Negotiator he was close friends with when they shared a cubicle wall, asking if she’s heard any scuttlebutt about soon-to-drop RFPs from the agency.

Send your rulings to contest@coib.nyc.gov by Friday, September 9th. Whoever scores the highest will be featured in next month’s Public Service Puzzler! In the event of a tie, we will randomly select one from among the top scorers.
Here’s the solved grid! The word from the list that doesn’t appear in the grid is **UNION**.

Why did we pick Union to be the odd word out? Chapter 68 only addresses circumstances where there is a conflict of interest. To resolve grievances and other union-related matters, public servants who are union members should follow the protocols outlined by their agency’s code of conduct and their employment contracts.

**Meet Pui Ching**

What is your City/office title? Certification Analyst / Contract Reviewer, NYC Department of Small Business Services.

What do you do in your job? I review applications for certification for the programs we offer.

How long have you worked for the City? Three years and four months.

Name a special interest or hobby (and why you enjoy it): I like to cook and bake; it allows unrestricted creativity and relaxes me.

How has your agency changed in the wake of COVID-19? We administered and assisted with a few of the SBA programs, such as the Paycheck Protection Program, Employee Retention Grant Program, Economic Injury Disaster Loans (EIDL), and EIDL Advance.