

Ethical Leadership in Communications Webinar Resource List

Ethical Leadership in Communications

- **Ethical Leadership in Communications Free webinar for ICMA Members, May 30**
https://shop.learninglab.icma.org/products/ethical-leadership-in-communications?_pos=3&_psq=Ethics+in&_ss=e&_v=1.0
- **ICMA Code of Ethics with Guidelines:** <https://www.icma.org/page/icma-code-ethics>
- **A Few Tips for Communicating Like the Leader You Are;** What you say and how you say it matters by Jan Perkins, ICMA-CM & Rod Gould, ICMA-CM | April 2024 | PM Magazine – Article: <https://www.icma.org/articles/pm-magazine/few-tips-communicating-leader-you-are>
- **Rebuilding Public Trust: When an Ethical Breach Shatters Public Confidence;** How an incoming county manager took major steps to restore the community’s trust from the inside out by Avril Pinder, ICMA-CM | March 2023 | PM Magazine – Article: <https://www.icma.org/articles/pm-magazine/rebuilding-public-trust-when-ethical-breach-shatters-public-confidence>
- **ASSISTANTS AND DEPUTIES: Radical Listening in Leadership;** In local government, listening is an essential skill by Justine Jones | April 2023 | PM Magazine – Article: <https://www.icma.org/articles/pm-magazine/assistants-and-deputies-radical-listening-leadership>
- **Effective Communication for Local Government: Actionable strategies and habits in response to the common sentiment: "we need to communicate better"** | October 2024 | Podcast | Mark Zeigler and Desiree Casanova: <https://www.icma.org/podcast/2024/effective-communication-local-government>
- **Improving Trust and Transparency with Better Public Communications** | Free, on-demand webinar: https://shop.learninglab.icma.org/products/14869749-a?_pos=2&_sid=2d16755bf&_ss=r
- **Reclaiming Civility: The Cornerstone of Trust and Leadership in Local Government;** Why civility is crucial for governance and community leadership by Katryna Peart | May 2025 | https://icma.org/articles/article/reclaiming-civility-cornerstone-trust-and-leadership-local-government?utm_source=marketingcloud&utm_medium=email&&utm_content=20250510_NL_Weekly&utm_term=Reclaiming+Civility%3a+The+Cornerstone+of+Trust+and+Leadership+in+Local+Government&utm_campaign=newsletter

Social Media

- **ETHICS MATTER! More Than Words: Your Communications Are a Reflection of Your Leadership** by Jessica Cowles | September 2023 | PM Magazine – Article:

<https://icma.org/articles/pm-magazine/ethics-matter-more-words-your-communications-are-reflection-your-leadership>

- **ETHICS MATTER! Navigating Social Media;** Why values should guide your approach by Martha Perego, ICMA-CM | December 2021 | PM Magazine – Article: <https://www.icma.org/articles/pm-magazine/ethics-matter-navigating-social-media>
- **Putting the Social in Social Media;** Local governments leaving residents hanging on social just isn't cool by Tammy Vo | November 2022 | Blog Post: <https://www.icma.org/blog-posts/putting-social-social-media>
- **Harnessing the Potential of Social Media Influencers;** Combining innovation with proven crisis communications practices by Kehaulani Cerizo and Christopher Mannino | April 2025 | PM Magazine – Article: <https://www.icma.org/articles/pm-magazine/harnessing-potential-social-media-influencers>
- **Dive Into Social Media;** Building trust, transparency, and community engagement through your social media strategy by Michael Paulhus | February 2025 | PM Magazine – Article: https://www.icma.org/articles/pm-magazine/dive-social-media?check_logged_in=1
- **Podcast: Successful Social Media at Low Cost** <https://icma.org/podcast/2024/successful-social-media-low-cost>
- **Harnessing the Potential of Social Media Influencers** <https://icma.org/articles/pm-magazine/harnessing-potential-social-media-influencers>
- **Video: Strategic Management of Social Media in Local Government** <https://www.youtube.com/watch?v=kf-XXdgg8hQ>

Misinformation and Disinformation

- **ICMA's Civility landing page:** <https://www.icma.org/topics/civility>
- **Five Tips to Combat Misinformation and Disinformation** by Elizabeth Kellar, ICMA Life Member and former director of public policy | February 2024 | Blog Post: <https://www.icma.org/blog-posts/five-tips-combat-misinformation-and-disinformation>
- **INSIGHTS: Combating Disinformation by Becoming a Relationally Intelligent Leader,** A thorn in the side of local government can become an opportunity to strengthen your community by Thomas Bryer, PhD | December 2022 | PM Magazine – Article: <https://www.icma.org/articles/pm-magazine/insights-combating-disinformation-becoming-relationally-intelligent-leader>
- **Checklist for Fostering Good Governance** <https://icma.org/documents/checklist-fostering-good-governance>
- **Career Compass No. 94: Ten Principles for Leading in Turbulence** <https://icma.org/articles/article/career-compass-no-94-ten-principles-leading-turbulence>
- **Podcast: Effective Communication for Local Government** <https://icma.org/podcast/2024/effective-communication-local-government>
- **On the Frontlines of Today's Cities: Civil Discourse, Engagement and Trust Building** <https://www.nlc.org/resource/on-the-frontlines-of-todays-cities-civil-discourse-engagement-and-trust-building/>
- **Better Public Meetings Training Series** <https://icma.org/events/better-public-meetings-training-series>

Engagement

- **Breaking the Isolation Through the Power of Peer Support;** How Compass Peer Groups is transforming leadership development in local government by Matt Fulton and Craig Rapp | May 2025 | PM Magazine – Article: <https://www.icma.org/articles/pm-magazine/breaking-isolation-through-power-peer-support>
- **EP16 Authentic Employee Engagement;** Sincere efforts to ask and act can go a long way to improve employee engagement | May 2022 | Podcast: <https://www.icma.org/podcast/2022/ep16-authentic-employee-engagement>
- **Career Compass No. 112: Can You Show Your True Self at Work?** Given the culture of an organization, you may feel uncomfortable revealing who you really are and what you believe. Is it your leadership responsibility to be authentic? by Dr. Frank Benest | December 2024 | Article: <https://www.icma.org/articles/article/career-compass-no-112-can-you-show-your-true-self-work>
- **Fostering Public Engagement Through Empathy;** How local government can break the stereotype of the bureaucratic "no" and connect with its community by Caroline Kendall | August 2021 | Blog Post: <https://www.icma.org/blog-posts/fostering-public-engagement-through-empathy>
- **Building Trust Through Digital Services;** The importance of a mindful, holistic approach to digital engagement by Pooja Bachani Di Giovanna and Billy Trakas | June 2024 | PM Magazine – Article: <https://www.icma.org/articles/pm-magazine/building-trust-through-digital-services>
- **Rural Community Engagement;** Rural governments need a public engagement strategy before tackling policy issues by Robert Jordan and Caden Benedict | November 2024 | PM Magazine – Article: <https://www.icma.org/articles/pm-magazine/rural-community-engagement>
- **Expanding Rural Broadband Coverage Through FirstNet;** A unique public-private partnership provides broadband for public safety services and for rural areas that have been traditionally underserved or unserved by Mark L. Ryckman, ICMA-CM; and Kenzie Capece | November 2021 | PM Magazine – Article: <https://www.icma.org/articles/pm-magazine/expanding-rural-broadband-coverage-through-firstnet>

ICMA Coaching Webinars Available Free and On-Demand

- **Ethics at the Helm: Staying the Course Despite Unethical Elected Officials**
https://shop.learninglab.icma.org/products/13183910-a?_pos=15&_sid=fb0e9f2cc&_ss=r
- **Fostering Civil Discourse** https://shop.learninglab.icma.org/products/10536265-a?_pos=5&_sid=fb0e9f2cc&_ss=r
- **Community Engagement: The Art of Doing it Well**
https://shop.learninglab.icma.org/products/10396221-a?_pos=20&_sid=fb0e9f2cc&_ss=r