

THE PUBLIC SERVICE PUZZLER

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Editor: Isaiah Tanenbaum

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](#).

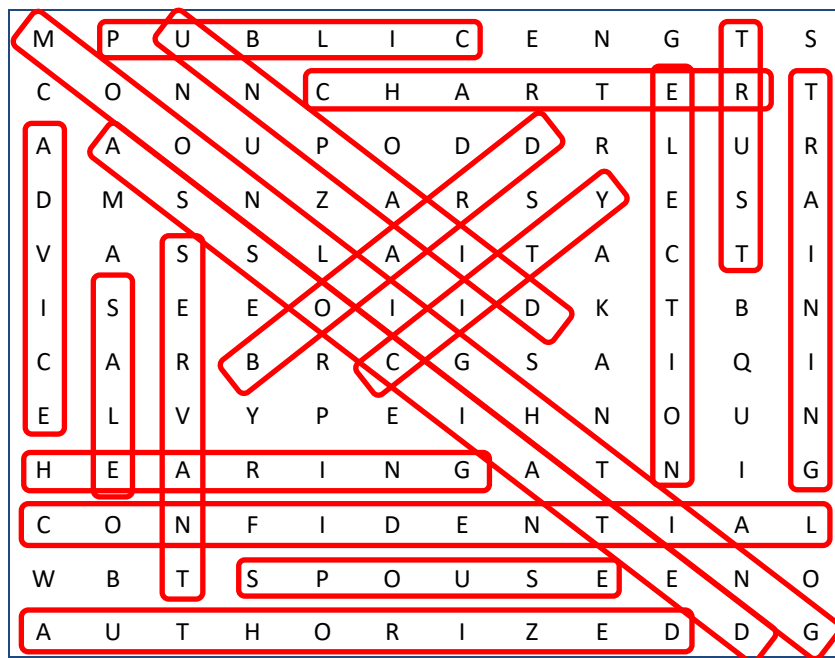
This got us thinking: what social media activities are constrained by the City's conflicts of interest law? For each potential social media action described below, try to determine whether Chapter 68 would likely **permit** or **prohibit** it:



- 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.

ETHICS WORD SEARCH SOLUTION



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.