



# How To Manage, Monitor & Measure Social Media In Government:

Using the Latest Tools & Technologies to Maximize Efficiencies, Build Community Engagement & Drive Results

October 28 - 30, 2013 • Toronto, ON



## SPEAKING ORGANIZATIONS:

As technology advances, government has learned to adapt simple yet very effective ways to manage and measure the ever-changing social media space. Hear practical advice, firsthand, on how to measure your social media programs from leading government agencies and organizations, including:

### Province of British Columbia

Royal Ontario Museum

Genome Alberta

Microsoft

U.S. Coast Guard

Conservation Halton

### Pathways to Education Canada

VIA Rail Canada

Nexalogy Environics

### National Film Board of Canada

### City of Regina, Saskatchewan

Data Habits

Ford Canada

Grant Thornton LLP

Media Miser

#### Presented By:

**advanced  
LEARNING  
INSTITUTE**

Your Government &  
Communications Training  
Partner Since 1997

**REGISTER BY SEPTEMBER 6<sup>TH</sup> TO SAVE \$400!**

## WHAT YOU WILL LEARN

Attend this training to learn best practices from other government agencies who are measuring their social media to improve how they manage and monitor communication, analyze data, engage their audiences, and increase responsiveness to maximize results. You'll leave with tools, tips and strategies for:

- **Analyzing** traffic channels like YouTube, Twitter, Facebook, etc.
- **Developing** strategies to measure and manage your social media programs effectively
- **Measuring** and implementing qualities like tone of conversation, brand, reputation and sentiment
- **Creating** a Return On Engagement (ROE) framework
- **Benchmarking** quantitative and qualitative metrics for your social media programs
- **Using** data to drive improved decision making
- **Identifying** a process that agencies can start with to understand ROI and ROE
- **Determining** your program's success and how you should direct your future resources
- **Using** an integrated approach to monitor, measure & analyze social media & traditional media
- **Demonstrating** the value of social media tools to your employees and to your organization
- **Creating** a framework to evaluate your social media activity
- **Learning** what you should measuring in social media and why it's different from what you used to measure in mainstream media or even in Web 2.0
- **Using** measurement to gauge success and refine future communications efforts

## Make Your Time Out Of The Office Worthwhile, New For 2013:

- ✓ 17+ speakers and many case studies sharing breakthrough strategies to revitalize and teach you how and what you should be measuring
- ✓ Case study sessions unlike any other event providing you with insight on what works and what doesn't
- ✓ Face-to-Face networking with industry leaders – topic focused lunch outings, networking reception, and absolutely no sales pitches
- ✓ Group Roundtable Discussions that allow attendees to raise questions and provide insight on their own social media strategies and measurement efforts
- ✓ Optional workshops that will allow you to take your training experience to the next level
- ✓ Gain continuing education hours

Register by September 6th to Save \$400! • Bring a Team and Save, Register 3 & Send a 4th for FREE!  
To Register, Call (773) 695-9400 or (888) 362-7400 or online at [www.aliconferences.com](http://www.aliconferences.com)

# How To Measure Social Media In Government - Oct. 28-30, 2013

## WHO WILL ATTEND:

This training has been researched with and designed for FEDERAL, PROVINCIAL & MUNICIPAL GOVERNMENT Managers, Directors, Analysts, Leaders, Officers, Administrators, Specialists, Advisors, Coordinators, Staff, Assistants & Consultants involved in:

Public Affairs

Social Media/Web 2.0

Public Relations

Public Information

Internal & External Communications

Employee Communications & Relations

Marketing

Organizational Transformation  
& Development

Human Resources

Executive Communications  
& Consulting

Change Management

Community Affairs & Outreach

Administration

Publication & Web Content

Electronic & Web Communications

New/Interactive Media

Community & Media Relations

Technology & Digital Strategy

Training & Development

Strategic Communications

Information Services & Systems

Administration

Program Management

Customer Service & Satisfaction

Communications Research  
& Management

And all those interested in measuring their social media strategies

## WHY IS THIS EVENT ONE YOU CAN'T MISS?

Several agencies are making dramatic strides in developing approaches and systems that work for them in their communication efforts. The periodic sharing of these experiences and "best practices" is an important element in this social media evolution. That is why this forum, presented by the Advanced Learning Institute, is such a valuable opportunity to hear perspectives and share experiences of other professionals engaged in the "journey."

## BENEFITS OF ATTENDING THIS CRITICAL TRAINING

This training is a must-attend event for all those who are serious about using social media to engage citizens by using the latest Web 2.0 technologies and social networks to drive communication results.

### You will benefit from:

- **17+ innovative speakers** at your disposal to share their strategies and experiences in social media fundamentals that are already proven to work
- **Over 20 hours of intense, interactive learning** - we guarantee you will recoup your money spent by implementing just a few of the strategies shared during the training
- **The opportunity to customize your learning** by participating in unique and interactive workshop sessions that will enable you to practice and apply your skills in peer groups -- you will walk away with strategies and tactics that you can begin to implement in your own organization
- **An abundance of networking opportunities** -- you will make many new contacts so be sure to bring plenty of business cards to exchange with your fellow attendees
- **A comprehensive overview of social media strategies and processes** from leading practitioners like the **City of Regina, Genome Alberta, Microsoft**, and many more
- **Acquiring new knowledge** to lead your organization through the imperative, yet sometimes extremely difficult, responsibility of ensuring that the right information gets to the right people, efficiently and effectively
- **A complimentary packet of research materials** that will serve as a helpful resource long after you have attended this training
- **A formal Certificate of Completion** which documents your training achievement and commitment to continuing professional development
- **Optional networking lunches** that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees
- **Participating in instructional sessions** that will share real-world examples, tactics and lessons learned from leading social media initiatives that will ground you in advancing your own strategy
- **Gain continuing education hours**

### Collaborate Using the Training Wiki:

All attendees will be invited to expand their networks and continue their conversations via the training wiki --- an online tool providing speaker materials, additional resources and an opportunity for you to keep in touch and collaborate with your colleagues after the event.

# How To Measure Social Media In Government - Oct. 28-30, 2013

## Dear Government Communicator:

Running a social media program for a government department or agency can be a daunting task – and that's not even counting the measurement and reporting side of things.

But the truth is that if you're not measuring the impact and return on investment of all your social media initiatives, you're not really getting the full picture of how well – or otherwise – those initiatives are being received.

And nobody likes being in the dark about something as important as that.

In this training, you'll learn best practices and standards from other government departments and agencies actively measuring their social media campaigns. You'll hear about how they overcame internal and external challenges to improve how they manage and monitor communication, analyze data, engage their audiences, and increase program growth, including how:

- **Conservation Halton** is going beyond measuring the basics – and measuring engagement, while ensuring their social media voice reflects their products and services
- **The National Film Board of Canada** manages to sift through mounds of data and metrics to focus on the goals and results that matter most
- **U.S. Coast Guard** used social media during Hurricane Sandy and as part of their critically acclaimed TV series to demonstrate the value of their programs to senior leadership
- **City of Regina, Saskatchewan** stays on track with their measurements to ensure their efforts are productive and linked to the city's goals
- **Province of British Columbia's Climate Action Secretariat** is using key performance indicators to measure their effectiveness in using a variety of tools like Flickr, Facebook, Twitter, YouTube

But it's not all workshops and power-points! There's also a highly social element to this social media conference, with networking events for attendees and presenters to connect and engage.

Embrace the opportunity to hear from leading communicators already effectively measuring and reporting on their social media initiatives. Your time is valuable and this training is designed to maximize the effectiveness and relevance of the sessions, with cutting-edge technologies and real-time case studies.

Register today online or call the training hotline at 888-362-7400 to attend A.L.I.'s "How To Manage, Monitor & Measure Social Media In Government," training this October 28-30 in Toronto.

I look forward to seeing you at this information-packed event!



Jim Donnelly, Director of Content

**MEDIA MISER**

Training Chairperson

**P.S. Make your training investment pay off even more by bringing a team! Register 3 people and get the 4th pass for no extra charge! Call (888) 362-7400 or go to <http://www.aliconferences.com> for more details.**

## RAVE REVIEWS FROM PAST A.L.I. SOCIAL MEDIA ATTENDEES

*"Wonderful, useful context."*

*"Great examples of social media."*

*"Lots of info given in an easy to understand forum!"*

*"I never rate anything excellent unless it amazed me! Great training. Keep up the good work. The government needs more like this. Love the networking."*



Join the conversation #smgov



Social Media for Government Group

**Add to the dialogue! Using #smgov, tweet your questions and comments to Erin, Training Producer, prior to the seminar @Erin\_ALI**

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# How To Measure Social Media In Government - Oct. 28-30, 2013

## Interactive Workshops

### Monday, October 28, 2013

Jump-start your training experience by attending these interactive and practical workshops. These information-packed sessions are a great opportunity to network with fellow attendees while taking a hands-on, common sense approach to mastering social media strategies that will enhance your understanding of the informative, case study presentations throughout the entire training.

.... Choose A or B or BOTH for Maximum Value and Learning ....

#### 8:30 a.m. to 11:00 a.m. – PRE-TRAINING MORNING WORKSHOP **A**

Registration and continental breakfast will begin at 8:00 a.m. for the morning workshop attendees.

#### How To Communicate With Citizens Clearly, Transparently And Effectively Using Social Media -- While Driving Mission Performance

With the call for more transparent, participatory and collaborative approaches to government, agencies have faced the challenge of becoming more citizen-centric in their approach, employing social media tools to help accomplish this task.

With few exceptions, agencies have not been able to uniformly demonstrate an ability to clearly, transparently, and effectively communicate to the average citizen.

During this interactive workshop, you will learn how government agencies can approach large, complex business transformation/process reengineering projects using social strategy, the short term and long term value it provides, and how to make the process sustainable, etc. You will view social media in government as an internal productivity tool, something imbedded in business process.

You will leave this session with a new understanding of how to integrate social media into all levels of your organization, including:

- Key successes and studies in missed opportunities for being transparent
- How to effectively communicate organizational performance information using social media
- How to drive evidence-based accountability measures at every level
- How to extend performance measures beyond programmatic boundaries
- How you can integrate social media into your overall communications strategy around performance

It's not just "social media"...it's the application of a powerful tool to communicate an agency mission in an open way to generate positive mission outcomes, communicate performance objectives, and achieve them.

**WORKSHOP LEADER: Giovanni Leusch-Carnaroli, Director, Global Public Sector at Grant Thornton LLP.** Giovanni recently joined Grant Thornton. For the past three years, he was the associate Chief Information Officer for Business-Technology Alignment and Governance and Senior Accountable Official for Open Government at the U.S. Department of Transportation.

#### 11:00 a.m. to 12:00 p.m. – Afternoon break/lunch on your own

#### 12:00 p.m. to 2:30 p.m. – PRE-TRAINING AFTERNOON WORKSHOP **B**

Refreshments will be provided during this session.

#### Google Analytics 101 – How To Make Smarter Decisions About Your Website, Social Media, And Email Efforts

You don't have to be a techie to really understand how your website, social media, and email programs are performing, and how to improve them. Google Analytics is a free tool that tells you how visitors are using your website, interacting with your email and sharing your social media content: what they find useful and what they ignore.

This session will demonstrate how this can be done, including:

- Setting up your account to track goals, email and social media
- Using dashboards, segments, and custom reports
- Metrics to watch (and metrics you can safely ignore)
- Identifying and focusing on your highest visitors (in order to get more of them)

Ideally you will have Google Analytics installed on your website at least a few days before the start of this session. Workshop resources include checklists, places to learn more, and quick things you can do to make the most of these tools.

**WORKSHOP LEADER: Eric Squair is a consultant with Data Habits.** His focus is helping clients make smarter decisions about their online work. One of his favorite ways to do this is by teaching people how to use the free online website measurement tool Google Analytics. He has over a decade of experience as a non-profit staffer and independent consultant with organizations such as Greenpeace, Amnesty International, and several federal and provincial political campaigns.

#### 2:30 p.m. to 2:45 p.m. – Afternoon break

# How To Measure Social Media In Government - Oct. 28-30, 2013

## Interactive Workshops

### Monday, October 28, 2013, continued

#### 2:45 p.m. to 5:15 p.m. – PRE-TRAINING AFTERNOON WORKSHOP C

Refreshments will be provided during this session.

#### How to Determine Your Social Media Goals and Measure What Matters: Using the Latest Tools Including Hootsuite, Twitter & Video

From a government agency's standpoint, social media is just white noise if it does not help you meet your mission, goals and objectives.

Your organization's goals and objectives will translate into your goals for social media.

This session will help you meet your social media goals and how to measure the ROI in social media. An assortment of tools and strategies will be demonstrated -- this session will be hands-on and interactive - walking you through various key tools.

You will also learn how to measure what matters -- and why impressions, analytics and even clicks can be just numbers and often do not relate to ROI.

Some of the Tools and Social Media networks to be covered include:

1. Hootsuite – A great social media tool which has measurements in it
2. Bit.ly – Another great tool to be used to measure numbers on social media
3. Google +
4. Facebook – How to measure likes
5. Twitter – How to measure numbers and are they everything
6. YouTube
7. Blogging – Yes blogging is social media and can help meet goals
8. The use of video and pictures. How to measure and ensure a return on your efforts

Once you learn how to monitor your social media initiatives and manage a variety of social media platforms effectively, you'll also learn strategies for:

- Proving the value of your social media programs
- Tying your social media goals to your organization's mission, goals and objectives

**WORKSHOP LEADER: Rob Cairns is a self-employed consultant.** He is an entrepreneur who is currently a WordPress Designer, Social Media Consultant and Internet Security Expert. Rob is extremely social media driven and works with clients and community groups from all types of industries, including both public and private sectors. For more information about Rob go to [www.robertbcairns.com](http://www.robertbcairns.com)

### Wednesday, October 30, 2013

**This workshop is designed to take your training experience to the next level. Post-training workshops allow you to take the information you gained from the general sessions, and help you focus on developing your own plans and strategies when you return to the office. Make the most out of your training by attending this highly interactive, hands-on session. Space is limited to ensure interactivity!**

#### 2:00 p.m. to 4:30 p.m. – POST-TRAINING AFTERNOON WORKSHOP D

#### How To Measure, Monitor And Analyze The Effectiveness Of Your Traditional And Social Media Strategies

The borders between traditional media (radio, TV, newspapers, magazines) and social media (blogs, Facebook, Twitter, etc.) are becoming increasingly blurry. We're socially sharing and commenting on mainstream news stories, and journalists are bringing stories that emerge on Twitter to the 5 o'clock news.

As government communicators, you not only need to understand how to operate in this integrated new media world, but also how to properly measure your impact within it.

By attending this workshop, you'll learn how:

- You can use analysis to set strategy, create content, and measure results
- To effectively leverage social media channels to reach journalists and disseminate key messages
- Social media influences traditional media and vice versa
- Monitoring, measurement and analysis of social and traditional media requires an integrated approach

**WORKSHOP LEADER: To be announced.**

# How To Measure Social Media In Government - Oct. 28-30, 2013

## General Sessions - Day One - Tuesday, October 29, 2013

8:00 a.m.

### Registration & Continental Breakfast

8:30 a.m.

#### SPEED NETWORKING-WELCOME

### Chairperson's Welcome & Speed Networking

Become acquainted with your fellow training attendees in this fun and fast-paced forum!

Jim Donnelly, Director of Content

#### MEDIA MISER

Conference Chairperson

9:15 a.m.

#### CASE STUDY

### Measuring Social Media Without A Spreadsheet

Social media monitoring has been around since before Mark Zuckerberg was born – we just didn't call it social media. Government and non-profits however, have always understood the wins that come from word-of-mouth and strong reputation and they have always had to deal with the negative fallout from whisper campaigns and scandal. When it comes to social media measurement you need to understand what you are measuring and who and why you are measuring. In this session Mike Spear, who has been around longer than Mark Zuckerberg and Facebook will look at what you should be thinking about measuring and how it isn't all about 'big data'.

You will learn:

- To set your goals before you start measuring
- Quality without quantity still works
- Finding the niche measurement
- What not to like
- The myth of objective social media data



Mike Spear, Director of Communication

**GENOME ALBERTA**

*"The presentations were entertaining and gave innovative ideas on how to use social media."*

**PAST TRAINING ATTENDEE**

9:45 a.m.

#### CASE STUDY

### If You Build It, They Will Come, And Then You Can Measure It -- Government Social Media, Beyond The Numbers

Numbers are ever so important, especially for government departments and agencies with pre-set, use-it-or-lose-it budgets. But when it comes to measuring success or ROI in social media, there is definitely more to it than just the numbers – followers, impressions, click-thrus likes, etc. etc. Don't get me wrong, all of these are an absolute necessity for any communications department, especially since they are so easy to obtain and understand. But social media is a collection of layered, nuanced spaces that demand smart content and engaging narratives. For government departments, it isn't always easy to envision their services as having online personas, brand attributes, post-5 pm voices!

Using Conservation Halton – A government environmental agency – as an example, this session will look at how to build an online community that delivers continuous, candid commentary that isn't contrived or led by marketing gimmickry. How to read your brand image from this engagement, and how to tweak your online persona, and your brand's voice, so that it is a true reflection of your products and services as well as engaging and authentic.

You'll leave this session with new advice and ideas for:

- Measuring the basics – traditional ROI
- Measuring your engagement
- Thinking about your stakeholders as your customers
- Picking the right voice, sentiment, narrative
- Being professional, yet folksy



Hasaan Basit, Director of Communications

**CONSERVATION HALTON**

General Sessions - DAY 1: Tuesday, October 29

# How To Measure Social Media In Government - Oct. 28-30, 2013

## General Sessions - Day One - Tuesday, October 29, 2013

10:15 a.m. **Q & A SESSION**

**Idea Exchange: Questions, Feedback, Collaboration**

10:25 a.m.

**Morning Refreshment & Networking Break**

*"I learned a lot of ideas I will be looking to use in my own workplace."*

**PAST TRAINING ATTENDEE**

10:45 a.m. **GROUP EXERCISE**

**Group Round Table Discussion: Connect And Collaborate With Your Peers -- Share Social Media Measurement Tool Experience**

We've heard from a number of speakers, now we'd like to hear from you. Network and discuss with fellow training attendees and speakers which social media measurement tools you're using and where you have found the most success.

11:05 a.m. **CASE STUDY**

**Measuring What Matters: How to Identify Clear Goals & Objectives, Test & Implement Over Your Campaign**

When launching a social campaign, you likely ask yourself at least one of the following questions: What kind of engagement am I looking for? How do I measure my results? How do I determine success?

A successful campaign depends on clear goals and objectives, and aligning all social activity with those goals. It's easy to get sidetracked by too much data and become obsessed with vanity metrics. What you need to do is focus on the results that matter, usually a combination of qualitative and quantitative data.

Last January, as the #IdleNoMore movement swept across the country, we launched a social campaign around Alanis Obomsawin's documentary, *The People of the Kattawapiskak River*. This particular film highlighted the housing crisis in Attawapiskat, one of the issues at the heart of the protests. As Canada's public producer and distributor, one of our mandates is to provide access to audio-visual works that give a uniquely Canadian perspective on social issues. It was a perfect fit, and the results of our efforts translate into a great case study.

By taking a closer look at this campaign, I will demonstrate how to:

- Identify clear goals & objectives
- Determine which metrics matter
- Perform tests to ensure optimal conversion rates
- Carry these lessons over to your next campaign



Julie Matlin, Social Media Strategist

**THE NATIONAL FILM BOARD OF CANADA**

11:35 a.m. **CASE STUDY**

**Understanding Where Social Media Is Today And Where It Is Heading?**

The Ontario Ministry of Labour is one of the country's leading government departments in the field of social media use. It is now in its fourth year of including social media in its communications planning and execution. The ministry has seen success over success using social media as a public service, and has been applauded internationally on its work.

The rising question at the ministry and other early adopters is "now what?" What does the future hold in the short, medium and long range? Is social media a passing fad or here to stay in government communications? Is social media a specific job title or a skill set now needed for all communicators? Are any of those people making predictions on the ball, or just speculating? Hear where the ministry's Social Media Planner expects the Ministry of Labour will be going tomorrow and beyond in the realm of social media.

In this session, you will learn:

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## General Sessions - Day One - Tuesday, October 29, 2013

- Options for thinking about the future of social media in your organization, short, medium and longterm
- How to sustain internal staff interest in social media, and at what level
- The kinds of daily routines and standards to make on-going social media operations efficient and not burdensome

Bruce Skeaff, Social Media Planner

**ONTARIO MINISTRY OF LABOUR**

**12:05 p.m. Q & A SESSION**

**Idea Exchange: Questions, Feedback, Collaboration**

**12:15 p.m.**



**Lunch On Your Own -- But Not Alone!**

Join a group of your colleagues for lunch with an informal discussion based on a social media for government topic. Take this opportunity to join others in a small, interactive group setting to network and brainstorm solutions to your most pressing social media for government concerns.

**1:45 p.m. GROUP EXERCISE**

**Group Round Table Discussion: Social Media in Gov Industry Xchange**

Join this social media in government industry exchange to discuss solutions to your most pressing issues! The group will identify several hot topics and you will join the break out group that interests you to brainstorm ideas and solutions.

**2:15 p.m. CASE STUDY**

**Using Social Media To Engage Youth And Drive Results: Processes and Models for Measuring the Impact of Facebook, Twitter & Other Platforms**

Engaging youth using the various technologies that are available can be a challenge. However, measuring the ROI of these technologies can be an even bigger challenge. In this case study, you will learn how Pathways to Education Canada has developed some innovative processes and models for utilizing technology and measuring the impact of Facebook/Twitter and other platforms.

Specifically, you'll learn how to:

- Utilize social media to increase staff efficiency
- Utilize text messaging to facilitate effective engagement with youth and volunteers
- Use Twitter to monitor opportunities for proactive engagement
- Identify models for measuring ROI of social media in an organization



Jason Shim, Digital Media Manager

**PATHWAYS TO EDUCATION CANADA**

**2:45 p.m. Q & A SESSION**

**Idea Exchange: Questions, Feedback, Collaboration**

**2:50 p.m.**



**Afternoon Refreshment & Networking Break**

General Sessions - DAY 1: Tuesday, October 29



### 3:00 p.m. **U.S. GOV. CASE STUDY**

#### **Data -- Not for Data's Sake: Demonstrating the Value of Social Media to Senior Leaders**

Social Media offers government communicators a unique opportunity to engage with the American people and, for the first time, to truly measure contact and impact with individuals. Unlike traditional media measurement, the government communicator no longer needs to extrapolate impressions (or overestimate them) or measure column inches. Social media analytics let the public affairs practitioner know how many people, viewed, liked, shared, or commented on your content and, most importantly, creates a two-way dialogue with the audience – all in real time.

Through several real-life examples including Hurricane Sandy and the critically acclaimed Coast Guard Alaska and Florida television series, you'll learn:

- Why using social media to create brand ambassadors is better than measuring “likes”
- Strategies for your agencies comparative advantage to create authentic content
- How to demonstrate the value of your social media program to your leadership



Christopher Lagan, Chief of Social Media

**UNITED STATES COAST GUARD PUBLIC AFFAIRS**

### 3:30 p.m. **CASE STUDY**

#### **Using A Mix Of Web Analytics And Traditional Market Research To Assess The Success Of Your Social Media Program**

Measuring the success of your social media presence takes more than counting likes, followers and subscribers. A sophisticated, well planned social media program will ladder up to high-level organizational goals – and it's important to know how to measure success.

Through this corporate case study of a large, global organization, you'll learn strategies to help you measure your own programs, including:

- Strategic Reporting: Shows the value of your social media program at the executive level, including traditional marketing research metrics such as New Promoter Score, Favourable Opinion and other measures down the “purchase” funnel
- Tactical reporting – designed to show insights at a platform level, tactical reports use web and social analytics to trend metrics over time
- Content reporting: More frequent content reports show the effect of individual units of content upon release and allow for content optimization over time



Mark Goren, Vice President of Client Services

**NEXALOGY ENVIRONICS**

Mike Ellis, Social Media Manager

**FORD CANADA**

*"I thoroughly enjoyed the presentations.  
They made me start thinking."*

**PAST TRAINING ATTENDEE**

### 4:00 p.m. **Q & A SESSION**

#### **Idea Exchange: Questions, Feedback, Collaboration**

### 4:10 p.m.

#### **Day One Wrap Up**

# How To Measure Social Media In Government - Oct. 28-30, 2013

## General Sessions - Day One - Tuesday, October 29, 2013

4:45 p.m.



### Networking Reception: Please Join Us!

We invite you to join us for a drink as you relax with your peers. All training attendees and speakers are welcome to join us for this special opportunity to continue networking. Don't miss this chance to benchmark new ideas over complimentary drinks!

6:30 p.m.



### Dine Around

Sign up during the day for dinner with a group. Take advantage of Toronto's fine dining while you continue to network with your colleagues.

#### RAVE REVIEWS FROM PAST SOCIAL MEDIA TRAINING ATTENDEES:

*"Our organization is VERY new to social media. We knew it was something we needed to look into and weren't sure where to start. This was an amazing couple of days -- great speakers and networking opportunities. We're now armed with the proper information and ready to make informed decisions."*

T. Calhoun, Communications Assistant  
**TOWN OF HIGH RIVER, ALBERTA**

*"I never rate anything excellent unless it amazed me! Great training. Keep up the good work. The government needs more like this. Love the networking."*

S. Jodouin, Jr. Media Relations Officer  
**ELECTIONS CANADA**

General Sessions - DAY 1: Tuesday, October 29

8:00 a.m.

### Continental Breakfast & Networking

8:30 a.m.

#### CHAIRPERSON'S ADDRESS

### Social Media Measurement:

#### How to Effectively Manage and Measure the Effectiveness of All You Do

Gathering, analyzing and distributing valuable business intelligence extracted from traditional and social media sources takes a lot of effort and planning – so where do you begin?

This session will help you develop your own roadmap to effective and efficient social media measurement. You'll learn tips and advice to help you:

- Develop a plan to measure and manage your social media programs
- Identify and focus on the right metrics
- Analyze the effectiveness of both your social media and traditional communication programs to help you focus on the programs with the biggest impact

Jim Donnelly, Director of Content

**MEDIA MISER**

9:15 a.m.

#### CASE STUDY

### You Shall Not Pass!! Dealing With Trolls In Social Media

Unfortunately trolls do exist and unlike Frodo we do not have the luxury of having Gandalf the Grey at our side. Social media has created a new dynamic in citizen government engagement and communication, however that dynamic can cross over to the negative. While that is not necessarily bad, if it goes too far it can become a black eye and skew your measurement efforts.

In this session the City of Regina will share it's experiences and tactics in dealing with a troll so that your social efforts can get back on track and your measurements can continue to be a productive contributor to the organization.



Philippe Leclerc, Interactive Communications Manager  
**CITY OF REGINA, SASKATCHEWAN**

9:45 a.m.

#### CASE STUDY

### Are We There Yet? Planning and Measuring Your Success with Social Media

In this session, we will walk through several real-world examples from Microsoft's public sector team, and it's customers, of planning and measuring for success with social media. The session is designed to provide attendees with strategies and tactics for setting measurable social objectives, how to navigate executive expectations around social and how to infer meaning from the metrics collected. You will take away:

- Strategies for mapping objectives to measurement
- A set of best practices & anecdotes to inform your own programs
- Further examples of lessons we learned the hard way



Michele Bedford Thistle, Microsoft Government Team  
**MICROSOFT, GOVERNMENT TEAM**

10:15 a.m. **Q & A SESSION**

**Idea Exchange: Questions, Feedback, Collaboration**

10:25 a.m.



**Morning Refreshment & Networking Break**

10:35 a.m. **GROUP EXERCISE**

**Group Exercise: Round Table Discussion**

11:05 a.m. **CASE STUDY**

**Social Media Takes A Leading Role At VIA Rail Canada**

Learn how VIA's social media channels have grown consistently and how they have tracked their progress. Specifically, you'll hear how social media is now playing an important, leading role in the company's day-to-day communications with its customers, the public and stakeholders.

You'll hear how social media is being managed and measured, including:

- Learn how social media plays a key role in effective crisis management
- How to reach out and maintain close contact with your followers
- The different ways they keep the information flowing



Yves Desjardins-Siciliano, Chief Legal and Corporate Affairs Officer  
**VIA RAIL CANADA**

11:35 a.m. **CASE STUDY**

**Understanding Key Indicators And Tools --Flickr, Facebook, Twitter, YouTube -- That Can Be Used In Determining How Effective Your Social Media Efforts Are**

The status of the term "Government Social Media" has quickly moved from Oxymoron to Standard Practice. In fact, the pace by which this transformation took place has left many of us scrambling to determine just how effective our efforts truly are.

British Columbia has prided itself on being early adopters of these new media tools— but one size does not fit all, and office executives who say "we should be on Facebook" may not know that, for example, their stakeholders are actually using LinkedIn. To be successful in social media an agency must: know their goals before choosing an appropriate platform; metrics must be identified; and data collected to assess performance.

The Climate Action Secretariat has an outreach mandate to engage both the public and sustainability practitioners alike. The ultimate goals are the reduction of provincial carbon footprint, increased resiliency to climate change, and demonstrating British Columbian policy leadership on the file. Metrics are taken from participation in online campaigns and conversations, uptake of green incentive programs and visibility of success stories from partners.

This thought provoking session will give you insight about these indicators along with methods by which you can measure them, as well as lessons learned to ensure your success, including how to:

- Understand and identify 5 indicator tools:
  1. Twitter Townhall Chats, how to measure conversation exposure by TweetReach
  2. Posted links, how to measure click-through using HootSuite
  3. Websites' referrals from social media, metrics on WebTrends, Google Analytics
  4. Online campaign virality and exposure demographics, Facebook Insights
  5. Case for Keeping Flickr Pro Stats photo analytics vs. New Free account

- Differentiate between posting to one network versus another
- Use Facebook moderated comments on your public blogs
- Cross-post links between multimedia (youtube, flickr) and text-update networks (Facebook, Twitter, LinkedIn, Yammer)
- Use a platform called IGLOO as an intranet and stakeholder engagement and collaboration tool



Trevor Barry, Social Media & Outreach Officer

**PROVINCE OF BRITISH COLUMBIA'S CLIMATE ACTION SECRETARIAT**

**12:05 p.m. Q & A SESSION**

**Idea Exchange: Questions, Feedback, Collaboration**

**12:15 p.m.**

**Chairperson's Recap: Key Takeaways And What To Do When You Get Back To The Office**

We'll recap the highlights of the past two days and ask you to share key insights and next steps with the group.

**12:30 p.m.**

**Close Of General Sessions**

**Lunch Break for Post-Workshop Attendees**

**1:30 p.m to 4:00 p.m.**

**Complete your training experience with Post-Training Interactive Workshop D!**

This workshop is designed to take your seminar experience to the next level and provide you with the opportunity to take the information you gained from the general sessions, and help you focus on developing your own plans and strategies when you return to the office. Make the most out of this seminar by attending this highly interactive, hands-on session. Space is limited to ensure interactivity!

**How To Measure, Monitor And Analyze The Effectiveness Of Your Traditional And Social Media Strategies**

The borders between traditional media (radio, TV, newspapers, magazines) and social media (blogs, Facebook, Twitter, etc.) are becoming increasingly blurry. We're socially sharing and commenting on mainstream news stories, and journalists are bringing stories that emerge on Twitter to the 5 o'clock news.

As government communicators, you not only need to understand how to operate in this integrated new media world, but also how to properly measure your impact within it.

By attending this workshop, you'll learn how:

- You can use analysis to set strategy, create content, and measure results
- To effectively leverage social media channels to reach journalists and disseminate key messages
- Social media influences traditional media and vice versa
- Monitoring, measurement and analysis of social and traditional media requires an integrated approach

**WORKSHOP LEADER: To be announced.**

# ABOUT OUR TRAINING SUPPORTERS

Coming Soon!

## RAVE REVIEWS FROM PAST SOCIAL MEDIA TRAINING ATTENDEES:

*"I thought it was wonderful content; you covered so many different topics from different perspectives..."*

J. Reeves, Communications Advisor

**ALBERTA SCHOOL EMPLOYEE BENEFIT PLAN**

*"The training exceeded my expectations. The information that was presented has given me the building blocks to establish a social media strategy that focuses on our organizational goals and engaging our audiences..."*

D. Flaherty, Communications Manager

**MIDDLESEX-LONDON HEALTH UNIT**

*"The training met my expectations and took away the 'mystique' of social media."*

K. Barsoum, Promotion & Education Coordinator

**REGION OF WATERLOO, ONTARIO**

**Register by September 6th to Save \$400! • Bring a Team and Save, Register 3 & Send a 4th for FREE!  
To Register, Call (773) 695-9400 or (888) 362-7400 or online at [www.aliconferences.com](http://www.aliconferences.com)**

## ALL TRAINING SESSIONS WILL BE HELD AT THE:

### Sheraton Centre Toronto Hotel

123 Queen Street West  
 Toronto, ON M5H 2M9  
 Main Hotel Number: (416) 361-1000  
 Reservations: 1-888-627-7175  
 www.sheratontoronto.com

For the training, a limited number of rooms have been reserved at the government per diem rate of \$179/night.

***If you need a sleeping room reservation, please call the hotel directly at 1-888-627-7175 and mention “Social Media in Government Group” or group code “HMJ28A” to receive our special group rate of \$179 per night. We recommend reservations be made early as the number of rooms available in our room block is limited.***

In the centre of the business and entertainment districts, the Sheraton Centre Toronto Hotel is connected to PATH, a 16-mile underground network of shops and services, and just steps from the Eaton Centre shopping mall and convention center. Experience the utmost in urban comfort and style as the Sheraton Centre Toronto Hotel boasts Toronto’s largest year-round pool, a 24-hour fitness centre, Business Centre, Senses Spa, a two-story waterfall and pond in 2.5 acres of picturesque waterfalls, gardens and terraces and two levels of shops, services, restaurants and lounges.

## REGISTRATION FEES:

The following are included in your training registration: attendance, a detailed training workbook and any additional meeting materials -- including access to the training wiki (which includes electronic copies of the speakers' handouts), continental breakfasts, morning & afternoon refreshments, and evening networking reception.

<b>Group Discount:</b> <b>Register 3 colleagues and the 4th is FREE!</b>	<b>EARLYBIRD PRICING:</b> <b>Register &amp; pay by Sept. 6th</b>	<b>Regular Pricing:</b> <b>Register &amp; pay by Sept. 6th</b>
Training Only (Oct. 29 & 30)	\$1,499 CAD	\$1,899 CAD
Training (Oct. 29 & 30) Plus <b>One</b> Workshop (Oct. 28 or 30)	\$1,899 CAD	\$2,299 CAD
Training (Oct. 29 & 30) Plus <b>Two</b> Workshops (Oct. 28 &/or 30)	\$2,199 CAD	\$2,599 CAD
Training (Oct. 29 & 30) Plus <b>Three</b> Workshops (Oct. 28 &/or 30)	\$2,399 CAD	\$2,799 CAD
Training (Oct. 29 & 30) Plus <b>All Four</b> Workshops – (Oct. 28 & 30) <b>ALL ACCESS PASS!</b>	<b>\$2,499 CAD BEST VALUE!</b>	\$2,899 CAD
Training Workbook Only (if not attending) You'll receive electronic access to presentation materials.	\$249	

***Please add 13% HST to all prices above (A.L.I.'s GST #884005323RT0001).***

***Credit card transactions will be processed in U.S. dollars determined by rates at [www.bankofcanada.ca/](http://www.bankofcanada.ca/).***

***The final charges will vary slightly from those above due to variances in exchange rates.***

***Payment is due two weeks prior to the training. If payment has not been received two weeks before the training, a credit-card hold, training form or purchase order will be taken to ensure your space.***

## **SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:**

This training provides an excellent opportunity to market your products and services to a targeted government communications audience. Space is limited, so please call Erin at (773) 695-9400 x216, for more information.

## **GROUP DISCOUNTS:**

Four or more attendees, registering together, enjoy a savings of at least \$1,499! **Register three attendees and the fourth registrant is FREE!** That's a 25% savings off each registration. Note to small departments—register together with your colleagues from another agency and receive the same group discount. The free registrant must be of equal or lesser value.

## **A.L.I. PAST ATTENDEE DISCOUNT:**

Earn conference attendance bonuses as you benchmark with other organizations. As a past A.L.I. conference attendee, receive a \$200 discount off your next A.L.I. conference.

## **PROGRAM CHANGES:**

A.L.I. reserves the right to make changes in programs and speakers, or to cancel programs if enrollment criteria are not met or when conditions beyond its control prevail. Every effort will be made to contact each enrollee if a program is canceled. If a program is not held for any reason, A.L.I.'s liability is limited to the refund of the program fee only.

## **CANCELLATION POLICY:**

You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the seminar (before October 14th) a refund will be provided less a \$295 administration fee. Registered participants who do not attend or who cancel two weeks prior to the seminar or less (on or after October 14th) will be issued a credit memo. Credit memos will be valid for one year from date of issuance and can be used by anyone in your organization.

### **RAVE REVIEWS FROM PAST SOCIAL MEDIA TRAINING ATTENDEES:**

*"This training was really great. I loved the mix of younger and older – both in attendees and presenters."*

R. Alfadili, Communications Officer

**REPRESENTATIVE FOR CHILDREN AND YOUTH, BRITISH COLUMBIA**

*"I was inspired with a lot of great ideas, but also with the importance of solid strategy..."*

S. Kiley, Communications Officer

**NATIONAL ENERGY BOARD OF CANADA**



## ABOUT THE ADVANCED LEARNING INSTITUTE:

The Advanced Learning Institute's mission is to help executives build strong personal relationships, expand their business knowledge of cutting-edge trends, and find proven solutions to a wide range of strategic management problems.

Our forums bring together industry leaders and experts to share valuable, real-world experiences, and best practices on how to meet tomorrow's management challenges.

The Advanced Learning Institute's focus is on delivering high-quality programs, which consistently meet the needs of our customers. Our trainings serve a broad range of specialized industries and functions, including:

**Government · Communications · Performance Measurement · Social Media**

**Human Resources · Health Care · Brand Management · Marketing · Biometrics · Strategic Planning · Technology**

## WE GUARANTEE RESULTS:

The Advanced Learning Institute has been successfully providing senior executives with forums to share practical experiences and solutions to a variety of organizational challenges. We are so confident you'll benefit from the innovative strategies shared during this training that we'll guarantee it! If you follow the advice of our speakers, and you don't improve efficiency valued at the cost of your registration fee, then we'll send you a full credit to be used for a future event.

### A Few Of Our Past Social Media Attendees Include Representatives From These Leading Organizations:

- Agriculture & Agri-Food Canada
- Alberta Environment
- Atomic Energy of Canada
- Bell Canada
- Calgary Airport Authority
- Canada Post
- Canadian Food Inspection Agency
- Canadian Heritage
- Canadian Intellectual Property
- Canadian Real Estate Association
- Canadian Trucking and Human Resources Council
- Cancer Care Ontario
- City of Burlington
- City of Calgary
- City of London
- City of Ottawa
- College of Physiotherapists of Ontario
- Correctional Services Canada
- CNW Group
- Department of Canadian Heritage
- Department of Tourism & Parks, NB
- digitalOttawa
- Enterprise Saskatchewan
- Equitable Life of Canada
- Government of Manitoba
- Government of Newfoundland & Labrador
- Health Canada
- Health Council of Canada
- Health Force Ontario MRA
- Human Resources and Social Development Canada
- Hydro-Quebec
- Industry Canada
- Innovation Institute of Ontario
- Justice & Consumer Affairs, NB
- Legislative Assembly of Alberta
- Library and Archives Canada
- Meloche Monnex
- Microsoft Canada
- Ministry of Attorney General, ON
- Ministry of Community & Social Services, ON
- Ministry of Education
- Ministry of Enterprise & Innovation
- Ministry of Government and Consumer Services, ON
- Ministry of Municipal Affairs and Housing
- Ministry of Natural Resources
- Ministry of Research & Innovation, ON
- Ministry of Training
- MTV Canada
- National Aboriginal Health Organization
- National Defence Canada
- National Energy Board
- Natural Resources Canada
- Office of the Premier, BC
- Ontario Energy Board
- Ontario Municipal Affairs & Housing
- Ontario Ministry of Revenue
- Ontario Pension Board
- Ontario Trillium Foundation
- Prescient Digital Media
- Public Health Agency Canada
- Public Safety Canada
- Public Service Commission
- Public Works Canada
- Regional Municipality of Halton, ON
- Regional Municipality of Waterloo, ON
- Royal Canadian Mint
- Royal Ontario Museum
- SaskTel
- Service Canada
- SYNEX Canada Ltd
- TD Bank Financial Group
- Transport Canada
- Transmission Content + Creative
- Tucows Inc.
- University du Quebec Montreal
- University of Toronto
- WebDrive Canada, Inc.
- Workplace Safety and Insurance Board

***Thousands of satisfied alumni can't be wrong - register today for the opportunity to learn from our platform of proven experts!***

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   **How To Manage, Monitor & Measure Social Media In Government:**  
Using the Latest Tools & Technologies to Maximize Efficiencies,  
Build Community Engagement & Drive Results   
**October 28 - 30, 2013 • Toronto, ON**

# Registration Form

*Please photocopy for group members.*

Yes, I'd like to register for the Oct.'13 How To Manage/Monitor/Measure Social Media In Gov. training in Toronto.

**Please check:**

E-mail Priority Code: \_\_\_\_\_ Amount Due: \_\_\_\_\_

- Training Only
- Training Plus Workshop(s):
  - Pre-Training Workshop A: How To Communicate With Citizens Clearly, Transparently And Effectively Using Social Media -- While Driving Mission Performance
  - Pre-Training Workshop B: Google Analytics 101 "How to make smarter decisions about your website, social media and email efforts"
  - Pre-Training Workshop C: How to Determine Your Social Media Goals and Measure What Matters: Using the Latest Tools Including Hootsuite, Twitter & Video
  - Post-Training Workshop D: How To Measure, Monitor And Analyze The Effectiveness Of Your Traditional And Social Media Strategies
- I would like to order electronic access to conference materials only
- Please add me to your mailing list to receive future training notifications

Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Registrant's E-mail: \_\_\_\_\_

Credit Card Holder's Phone: \_\_\_\_\_

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Payment by:  Visa  MasterCard  American Express  Diner's Club  Discover  
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Credit card transactions will be processed in U.S. dollars. The final charges will vary slightly from the quoted Canadian dollar fees due to daily variances in exchange rates. Event #1013B30 • ©2013 A.L.I. All Rights Reserved

**REGISTER TODAY! • [www.aliconferences.com](http://www.aliconferences.com)**

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