

Register now for this interactive forum designed specifically for State & Local government – Learn how to take your social media to the next level during a time when you're expected to do more with less!

SOCIAL MEDIA For STATE and LOCAL Government

How To Manage & Measure Your Social Media In An Era Of Lean Budgets & Tough Decisions To Foster Collaboration, Improve Service Delivery, & Deliver Results

November 18 – 20, 2013 • Tampa, FL

REGISTER BY OCTOBER 4TH TO SAVE \$400!

KEY TAKE AWAYS

Attend this training to hear practical advice from other state, city, and county agencies that are using social media tools to save money while delivering increased mission results. You'll leave with tools, tips and strategies for:

- **Communicating** effectively and efficiently through the use of social media avenues, such as Twitter, YouTube, Facebook, Flickr, Instagram, podcasts, Mobile, FourSquare, Pinterest and more
- **Getting** more information out to the public without increased stress, time, or costs
- **Integrating** social media with traditional media successfully without adding additional staff or costs
- **Delivering** the information that citizens want, when they want it, to the channel they prefer
- **Deciding** what tools to spend your time, money, and resources on
- **Understanding** the type of content to use and how often to post it
- **Managing** a public records policy relative to social media
- **Developing** a communications strategy that encompasses digital communications within your entire state
- **Tailoring** your content based on the social media tool you are using
- **Creating** quality interaction with your social media followers by using videos, links, and photos that will spark interest
- **Setting** ground rules for social media engagement
- **Establishing** an efficient approval process for posting information that ensures your content is still relevant once approved to be posted

SUPPORTING ORGANIZATIONS



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Center for Excellence
in Public Leadership
THE GEORGE WASHINGTON UNIVERSITY



SOCIAL MEDIA



Join the conversation #intcomms



Internal Communications Best Practices

SPEAKING ORGANIZATIONS:

Hear practical advice, firsthand, on how to manage a variety of social media channels, monitor ongoing conversations, and measure the value of where you're spending your time, energy, and resources from leading government agencies, including:

Missouri Department
of Transportation

County of Alameda, California

GovLoop

Adams County, Colorado

Wittenberg Weiner Consulting, LLC

City of Owasso, Oklahoma

State of Alaska

Cranberry Township, Pennsylvania

TransMedia Group

State of Hawaii

Edelman

Center for Technology
in Government

Hillsborough County, Florida

Office of Governor,
State of Delaware

Kentucky Department
of Highways District 9

Presented By:

advanced
LEARNING
INSTITUTE

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Communications Training
Partner Since 1997

Register by October 4th to Save \$400! • Bring a Team and Save – Register 3, Send a 4th for FREE!
To Register, Call (888) 362-7400 or (773) 695-9400 or online at www.alitrainings.com

WHO WILL ATTEND:

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

Public Affairs

Social Media Specialist

Public Relations

Public Information

Internal & External Communications

Employee Communications & Relations

Marketing

Human Resources

Executive Communications

Change Management

Publication & Web Content

Media Relations

Digital Communications

New/Interactive Media

Community Relations

Training & Development

Strategic Communications

Program Management

Customer Service & Satisfaction

Communications Research & Management

External Affairs

And all those responsible for managing, monitoring, or measuring their social media communications!

Why This Is A Must-Attend Event:

- ✓ **15+ case-studies unlike any other event** showcasing breakthrough strategies and proven success stories to make the most of your social media initiatives
- ✓ **Face-to-Face networking with government leaders** – topic focused lunch outings, group round-table discussions, networking reception, and absolutely no sales pitches
- ✓ **Optional workshops** designed to help you develop practical skills on key topics like creating valuable content, juggling more than one platform effectively, turning a social media crisis into a positive, and proving your efforts are worth the time and resources
- ✓ **Gain continuing education hours**
- ✓ **Recharge and get inspired:** We guarantee you will leave this training with innovative ideas to apply to your own social media strategy

BENEFITS OF ATTENDING THIS CRITICAL TRAINING

You are now able to sign-up and launch your Facebook, Twitter, Flickr, Instagram, Pinterest, and any other platform that seems relevant to your mission – now what? This training is a must-attend event for anyone serious about maximizing the effectiveness of your social media strategy. You will benefit from:

- **15+ innovative speakers** at your disposal to share their strategies and experiences in managing, monitoring, and measuring social media that are already proven to work
- **Over 25 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 (**Nov. 18th &/or 20th**) 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** with people you want to meet – 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 engagement strategies and processes** from leading practitioners like **Missouri Department of Transportation; Adams County, Colorado; City of Owasso, Oklahoma;** 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
- **Group Round-Table discussions** allowing you to process the information presented and plan how you will integrate the tools and techniques into your own social media strategies upon your return to the office
- **Access to the digital workspace** -- you'll have the opportunity to collaborate and keep in touch with your colleagues after the event using this social media communication tool as well as download electronic copies of the presentations
- **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
- **The opportunity to learn how to engage your citizens** by using new media from leading state and local government agencies and organizations

Collaborate Using the Training Wiki:

All attendees will be invited to expand their network and continue the conversation in this secured digital workspace --- you'll have the opportunity to download presentations prior to the training & collaborate and keep in touch with your colleagues after the event.

Dear State and Local Government Communications Professionals,

New media, combined with traditional channels, continues to dramatically change the way we communicate with each other, with citizens, and with our stakeholders. We can no longer assume that our stakeholders will receive our key messages if we do not diversify the channels through which they are delivered. We are deep into the social network era and it is being used by the public sector in more innovative ways – we can no longer take a “wait and see” approach, the time to begin implementing a more innovative social media strategy is NOW.



WITTENBERG WEINER
CONSULTING, LLC

Putting Good Government Into Practice

We know things move fast when it comes to social media; it seems like just a few years ago nobody had even heard of Facebook, Twitter, or YouTube and now they've become essential tools for communicating with almost any audience. However, new tools don't necessarily change basic communications strategies or tactics, they just increase the pace and reach of your messaging.

How Will This Training Help You And Your Organization?

We're excited about this training, as we'll be demonstrating real world examples from state and local government practitioners and learn about how they leveraged social media tools in an era of lean budgets to foster collaboration, improve service delivery, and engage with their audiences, including how:

- **State of Alaska** gained management buy-in and balanced IT concerns in order to successfully get their social media strategy off the ground
- **Adams County, Colorado** built a cohesive social media team across multiple offices and departments
- **Kentucky Department of Highways District 9** used mobile apps to manage multiple social media platforms efficiently and deliver real-time information with minimal staff and stress

Register today online, or call our conference hotline at 888-362-7400, to attend A.L.I.'s conference on "Social Media for State & Local Government Communications: How To Manage & Measure Your Social Media In An Era Of Lean Budgets & Tough Decisions To Foster Collaboration, Improve Service Delivery, & Deliver Results" this November in Tampa, FL. Take this opportunity to hear from leading government communicators that are advancing their social media engagement plans to change the way their organizations operate and communicate.

I hope that you'll join us at this information-packed training!

Sincerely,



Jenna Ben-Yehuda, Director

WITTENBERG WEINER CONSULTING, LLC

Training Chairperson

P.S. Reserve your spot today to learn how you and your team can better manage your government communications to enhance transparency and improve communication. Register 3 people and get the 4th for FREE! Go to www.aliconferences.com or call (888) 362-7400 to register today.

Monday, November 18, 2013

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

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

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

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

Learn How To Utilize Social Media Tools Effectively In Your Organization – Set Up Your Profiles, Manage A Variety of Tools, And Implement A Step-By-Step Strategy

This workshop will walk you through from beginner to social media expert; we will work on your social media strategy live! Get the hands-on training you need to be able to succeed today. Setting up social media accounts is easy, maintaining them is harder. Ensuring that you know both the extent of your content and how engaging that content is can be harder yet, but those two tasks—social content management and social metrics—are critical to achieve and communicate the success of your social media activities.

Efficient social content management means that your agency will create content only once and then share it across bureaucratic boundaries and geographic borders. Video created in a branch office can be repurposed in Washington or in another far-flung location. Social media metrics means you know which images are being shared, which videos are drawing the most comments, which status updates, tweets, and blog posts are resonating with your audiences. And through hard numbers, you can communicate the effectiveness of your social media activities up through your agency, out to the public, and across the table to critical stakeholders.

This workshop will teach you how to:

- Setup all your social media profiles the right way
- Update all of your social media profiles with just a few clicks every day
- Understand the purpose of Twitter lists and why you need to start creating them now
- Know how to appear to be everywhere
- Have a step-by-step strategy you can implement immediately without having to hire an expensive social media manager
- Know how to grow your twitter followers and Facebook fans in a natural and real way

WORKSHOP LEADER: Jenna Hoffman Ben-Yehuda, Director, Wittenberg Weiner Consulting, LLC.

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 WORKSHOP **B**

Refreshments will be provided during this session.

Building Better Community Engagement: Using Social Media To Develop Engaging Content, Monitor Citizen Feedback, And Ensure A Two- Way Conversation

Just because you have a presence on Twitter and Facebook doesn't mean you're truly engaging with your stakeholders. True engagement is so much more than squeezing your press release into 140 characters, friending fellow agencies, or only linking to "approved" content.

True engagement means being an active part of the community—answering questions, responding to criticism, sharing content that's not self-promotional, and generally revealing a personality behind the profile.

This interactive workshop will help you to engage your stakeholders sincerely and substantively through a simple, four-step process:

- You will outline the capabilities and objectives of your organization
- We'll review the Gov 2.0 social media toolbox. For example, should you be pitching bloggers or blogging yourself? Should you be tweeting or Facebooking—or perhaps Google Plusing? Maybe you should employ an old-fashioned e-newsletter? Perhaps it's time for an IdeaScale?
- We'll brainstorm strategies for infusing your organizational objectives with Gov 2.0 greatness
- We'll vote on the best project and develop a plan to put it in action when you return to the office

WORKSHOP LEADER: Joshua Greenberg is a Senior Account Supervisor at Edelman.

Lori Kifer Johnson is the Senior Vice President at Edelman. Lori is seasoned communications professional with 14 years of experience serving as an agency consultant and manager, consistently demonstrating business growth for clients and, in turn, developing overall agency expansion. She is responsible for opening the first US-facing Florida office of Edelman, Inc., the world's largest independent public relations firm.

Monday, November 18, 2013, cont.

2:30 p.m. to 2:45 p.m. – **Stretch Break & Refreshments**

2:45 p.m. to 5:15 p.m. – **POST-TRAINING WORKSHOP C**

Refreshments will be provided during this session.

Essential Elements For Creating An Effective Government Social Media Policy

As government agencies we are increasingly looking to leverage social media to improve the quality of our services and elicit greater citizen engagement. Developing a social media policy can be an important first step for government agencies considering using social media and can ultimately serve as a key enabler for responsibly and effectively leveraging social media tools. Yet, many government agencies are struggling with what such a policy should encompass and convey.

This workshop will outline and describe essential elements for a government social media policy, including:

- The importance of having a social media policy
- Differences between personal, professional, and agency use of social media
- The essential elements of government social media policy
- Structuring a policy-drafting process for your agency
- The importance of involving key stakeholders in the policy drafting process



WORKSHOP LEADER: Jana Hrdinova is a Program Associate at the Center of Technology for Government, University Albany. Jana began working at CTG as a program assistant in January 2006. She came with an extensive expertise in the field of immigration policy and policy analysis, and has built expertise in conducting current practice research, survey design, and project development and administration.

General Sessions, Day One -- November 19, 2013

8:00 a.m.

Registration & Continental Breakfast

8:30 a.m.

CHAIRPERSON'S ADDRESS

Chairperson's Welcome & Attendee Introductions

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



Jenna Ben-Yehuda, Director

WITTENBERG WEINER CONSULTING, LLC

Training Chairperson

9:00 a.m.

CASE STUDY

Using Social Media Efficiently To Build And Strengthen Connections While Improving Customer Service

Cranberry Township, Pennsylvania constantly strives to build connections between government, residents, and business owners through the use of many different communications tools. Social media tools have been added to the communications plan in order to strengthen those connections, and improve customer service.

This session will discuss the path taken by Cranberry Township to integrate social media into their overall strategy. You will learn some tricks about managing time and staying informed along with how to use social media to effectively communicate with your citizens, including how to:

- Integrate social media tools into your marketing plan including Facebook, YouTube, Twitter, Pinterest, and RSS feeds
- Manage time and increase efficiency
- Keep up with changes and news related to social media



Cindy Marzock, Communications Team

CRANBERRY TOWNSHIP, PENNSYLVANIA

@cmarzock

9:30 a.m.

Q & A SESSION

Idea Exchange: Questions, Feedback, Collaboration

9:35 a.m.

CASE STUDY

Tips & Tools To Get Your Agency's Social Media Off The Ground The Right Way – Balance IT Security, Create A Policy, And Define Meaningful Measurements

Adding social media to a your agency's communications plan takes thought, planning, and navigating the internal politics of your organization. Before you start creating policies and deciding on administration and monitoring software you must be aware of what sections of your organization to include in the social media conversation.

In this session, you will learn what social networking tools and policies your agency can integrate in to your exiting communications strategy; including how to:

- Working with IT and budget managers on security, available digital tools, and costs
- Create policies to govern the use of social media in your agency
- Select the proper management tools for the right reasons
- Get the horses back in the barn – realigning existing accounts with policy

- Choose meaningful measurements: linking activities to outputs to outcomes and real impact



Dru Fenster, Communications Coordinator
Department of Commerce, Community, and Economic Development
STATE OF ALASKA

10:05 a.m. Q & A SESSION

Idea Exchange: Questions, Feedback, Collaboration

10:10 a.m.



Morning Refreshment & Networking Break

10:30 a.m. GROUP EXERCISE

Social Media for Government Communications Challenges & Solutions: Benchmark With Your Peers

This is a follow up exercise to discuss with fellow attendees and speakers what your most pressing social media communication concerns are and find solutions to common problems. We will address the group's list of issues and questions throughout the conference. All participants will be encouraged to contribute to the discussions.

11:00 a.m. CASE STUDY

How Your State And Local Agency Can Efficiently Serve Your Customers In This Digital World

If your agency does not have a web site. Get one.

If your agency does not have a Facebook page. Get one.

If you think the Internet, smart phones, and texting will go away. Get over it.

It's time for you to become a government socialite!

Businesses all over the world now offer services, information, transactions and much more online. Those who don't are no longer in business! Government agencies in America need to show their willingness to offer their "services" in that same capacity. By having an online presence, your agency can provide up-to-the-minute information to your customers, offer services at the convenience of your customers, and be accessible 24/7. A strategic part of any communication plan involves the online presence, whether it is a citizen engagement web site, a blog, or tweets, these all support good communication when used correctly.

In this forward-thinking session, you will learn how you too can become a government socialite (without the high heels!), including:

- Understanding customer expectations
- Finding different opportunities to target different audiences
- Identifying online services
- Gaining leadership support



Marisa Ellison, M.B.C., Customer Relations Manager
MISSOURI DEPARTMENT OF TRANSPORTATION

11:30 a.m. **Q & A SESSION**

Idea Exchange: Questions, Feedback, Collaboration

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

Learning To Go Beyond The Loudspeaker: Preliminary Look At Using Social Media To Deliver Services

In the past few years we have witnessed a profound shift in government's acceptance of social media as a legitimate channel for communication and information gathering. From federal departments, such as the US Environmental Protection Agency, to small cities and towns around the US, governments have embraced social media for its ease of use, low cost, immediacy, and low technological barriers. Social media were said to have the potential to change the way governments talk to their citizens, the way governments engage with their citizens, as well as the way governments deliver services to their citizens. Until recently though, this last promise was left largely unexplored with governments being unsure how to harness the openness offered by social media, while at the same time maintaining privacy and confidentiality of their citizens.

This forward-thinking session will offer you some initial observations about efforts by governments to use social media to deliver services, as well as what is needed to make this possible, including:

- How are governments using social media for service delivery
- Steps governments need to take embrace more extensive use of social media
- Social media policy vs. social media guideline



Jana Hrdinova, Program Associate

CENTER OF TECHNOLOGY FOR GOVERNMENT, UNIVERSITY OF ALBANY

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

Idea Exchange: Questions, Feedback, Collaboration

12:10 p.m.

Lunch On Your Own -- But Not Alone!

Join a group of your colleagues for a themed lunch with an informal discussion surrounding a social media hot topic! Take this opportunity to join others in a small, interactive group setting to network and brainstorm solutions to your most pressing concerns whether it be managing platforms, monitoring posts, or creating a measurement strategy!

1:40 p.m. **GROUP EXERCISE**

Social Media for Government Communications Challenges & Solutions: Benchmark With Your Peers

This is a follow up exercise to discuss with fellow attendees and speakers what your most pressing social media communication concerns are and find solutions to common problems. We will address the group's list of issues and questions throughout the conference. All participants will be encouraged to contribute to the discussions.

2:10 p.m. **CASE STUDY**

Taking Digital Out Of The Box And Making It Available To Employees Across Your Organization To Make Things Easier

SWhat is digital? If you think it is a magic wand that instantly leads to transparency and engagement, think again. Digital is more like a pen – a tool that belongs in everybody's hands. In Adams County, Colorado, employees are

encouraged to take initiative on digital, like social media, but they aren't left alone to do it. They're given the support they need to achieve business goals, along with the guidance required to mitigate risk. This begins with support from county leadership and continues with activities of the county's Public Information Office, social site administrators, and front-line employees. In this information-packed session, you'll learn how digital and innovation are solving issues through five areas of impact and across multiple offices and departments, including the Adams County Board of Commissioners, the Animal Shelter and Adoption Center, Human Services and Transportation.

In addition, you'll explore new tools and strategies that are boosting Adams County's ability to provide a safe, healthy environment to work, raise families and build businesses.



Becky Kessler, Adams County Digital Content Strategist
ADAMS COUNTY, COLORADO
@rebeccakessler

2:40 p.m. Q & A SESSION
Idea Exchange: Questions, Feedback, Collaboration

2:45 p.m. 
Afternoon Refreshment & Networking Break

3:00 p.m. FEATURED PRESENTATION
How To Save Money And Deliver Mission Results In The Age Of Austerity

You have been told over and over again: "Do more with less." But how can you do more with less? Steve Ressler, Founder of GovLoop, answers: You can't. Instead, you have to do things differently.

In this thought-provoking session, Steve will share with you lessons and best practices from helping more than 90,000 city, county, state, and federal government employees save money while delivering increased missions results. With ideas on how to re-think training on little budget and how to deliver technology at half the cost and 2x the effectiveness.



Steve Ressler, President
GOVLOOP
@ govloop

GovLoop is the premier online community where more than 60000 public sector professionals connect to advance their careers.

3:45 p.m. Q & A SESSION
Idea Exchange: Questions, Feedback, Collaboration

3:50 p.m.
Social Media for State & Local Government Communications: Ask The Experts Panel

Don't miss this opportunity to get expert advice on your most pressing social media issues. Several of today's speakers will be on hand for a lively discussion and debate of today's hot topics and biggest challenges.



4:10 p.m. Day One Wrap Up

During this time we open the floor to any questions that may not have been answered, discussions that you'd like to expand on, and an opportunity to let your speakers and facilitator know what topics you'd like to have discussed in tomorrow's session.



Jenna Ben-Yehuda, Director
WITTENBERG WEINER CONSULTING, LLC
Training Chairperson

4:30 p.m. End Of Day One

5:00 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 Tampa, Florida's fine dining while you continue to network with your colleagues.

General Sessions, Day Two -- November 20, 2013

8:00 a.m.

Continental Breakfast & Networking

8:30 a.m. **CHAIRPERSON'S ADDRESS**

Chairperson's Opening Of Day Two



Jenna Ben-Yehuda, Director
WITTEBERG WEINER CONSULTING, LLC
Training Chairperson

9:15 a.m. **Q & A SESSION**

Idea Exchange: Questions, Feedback, Collaboration

9:20 a.m.

Morning Refreshment & Networking Break

9:40 a.m. **CASE STUDY**

Learning How To Overcome Organizational Obstacles -- Such As Limited Or Nonexistent Resources -- To Create An Engaging Social Media Presence

Few organizations are as diverse as government. Putting together a social media strategy that successfully works with all areas of your organization can be an overwhelming challenge. This can be especially true of local government where resources for public engagement are likely limited or nonexistent. Department heads are more concerned with fixing streets, fighting crime and putting out fires, literally as well as figuratively, to focus much attention, if any, on a social media strategy.

You can overcome the challenges of a busy government organization and develop a collaborative social media strategy that meets the goals of your organization without giving up existing responsibilities. The right tools, the right team, and the right goals will help you move forward with your social media presence in a way that is timely, transparent and engaging.

In this session, you will learn how to put together the tools and team to assist with the implementation of your social media strategy, including how to:

- Gain management buy-in
- Assemble a rock star social media team
- Develop and stay on strategy
- Use tools and tips to stay on track



Teresa Willson, Information Technology Director
CITY OF OWASSO, OKLAHOMA

10:10 a.m.

Q & A SESSION

Idea Exchange: Questions, Feedback, Collaboration

10:05 a.m.

GROUP SESSION

Social Media for Government Communications Challenges & Solutions: Benchmark With Your Peers

This is a follow up exercise to discuss with fellow attendees and speakers what your most pressing social media communication concerns are and find solutions to common problems. We will address the group's list of issues and questions throughout the conference. All participants will be encouraged to contribute to the discussions.

10:45 a.m.

CASE STUDY

The Road To Social Media Success In Government Isn't Easy – Learn How To Keep Pace With The Public's Needs And Expectations

Hillsborough County, Florida entered into the social media world slowly in 2008 with a Twitter account. Now, they have more than 20 social media platforms for a variety of departments. The County is continually seeking to improve its social media program to keep pace with the public's needs and expectations for quick and easy communication with their government. But, the road to success isn't easy!

Challenges have included dealing with social media accounts created with good intentions but little success; instilling the understanding that adding another social media platform may not be the best way to meet PR needs; addressing irate comments; developing and revising social media policies and procedures; working through the constant changes of social media platforms; understanding public records issues; and measuring for success.

In this thought-provoking session, examine Hillsborough County's challenges and successes with social media, so you can go back to your own government organization prepared to apply lessons learned both the hard way and the easy way!

Jennifer Hall, Public Relations Coordinator
Communications & Digital Media Services Department
HILLSBOROUGH COUNTY, FLORIDA
@HillsboroughFL

11:15 a.m.

Q & A SESSION

Idea Exchange: Questions, Feedback, Collaboration

11:20 a.m.

CASE STUDY

3 Key Points To Create A Social Media Friendly Administration And Empower Your Departments While Still Controlling Your Messaging

Engaging your department and empowering them to develop and implement their own social media accounts, your information is disseminated on a more organic and timely manner.

This session will highlight three key points on how you can create a social media friendly administration while still controlling messaging, including how to:

1. Demonstrate the importance of social media within your departments
2. Outline tips to help keep your messaging uniformed
3. How to make your social media sites a central hub of information

After this session you will have a greater understanding of tactics to apply to your current social media strategy that will help you to:

- Manage independently run accounts that allow for more tailored messaging
- Allow each department to create a social media schedule based on information they believe is most beneficial

- Develop a comprehensive social media policy and guide to allow departments to be more comfortable utilizing social media tools
- Leverage different accounts to better support departments



Tyler Kruse, New Media Specialist
STATE OF HAWAII

11:50 a.m. **Q & A SESSION**
Idea Exchange: Questions, Feedback, Collaboration

11:55 a.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.



Jenna Ben-Yehuda, Director
WITTENBERG WEINER CONSULTING, LLC
Training Chairperson

12:15 p.m.
Close Of General Sessions

12:45 p.m to 3:15 p.m.
Complete your training experience with Post-Training Interactive Workshop D!

Refreshments will be provided for the workshop attendees.

Making The Most Of Your Social Media: A Step-By-Step Process For Using Social Media To Advance Your Agency From The Inside Out

Bring along your laptop or smartphone – this interactive workshop will get as “hands-on as possible”!

Specifically, we will discuss how your agency can:

- Utilize Facebook, Twitter, YouTube, LinkedIn, Instagram and other social media services
- Leverage your social media technology to engage and collaborate with stakeholders
- Successfully find your audience and choose the most effective social media tool for the specific message being communicated
- Empower existing supporters to spread your message within their own networks.

WORKSHOP LEADER: Alex Flugel is a Multi-Cultural Video Professional Consultant at Transmedia Group.

Wednesday, November 20, 2013

12:45 p.m to 3:15 p.m. – POST-TRAINING WORKSHOP **D**

Refreshments will be provided for the workshop attendees.

Making The Most Of Your Social Media: A Step-By-Step Process For Using Social Media To Advance Your Agency From The Inside Out

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WORKSHOP LEADER: Alex Flugel is a Multi-Cultural Video Professional Consultant at Transmedia Group.

RAVE REVIEWS FROM PAST GOVERNMENT TRAINING ATTENDEES:

"Very pleased. I got something valuable from every session. Thank you!!"

S. Eyshner, Supervisor

TEXAS WORKFORCE COMMISSION

"I appreciated speakers who acknowledged continued value of traditional media and how to mesh them together."

C. Heck, Public Affairs Officer

U.S. FOREST SERVICE

"Overall, the training was excellent."

M. McCaskill, Public Affairs Specialist

ARMY MATERIEL COMMAND

"I learned so much - and the speakers showed me the possibilities to improve our Internet and Intranet sites."

P. Rodemoyer, Senior Program Analyst

U.S. OFFICE OF PERSONNEL MANAGEMENT

TRAINING SUPPORTERS:



The PRSA Public Affairs and Government Section provides training and resources relevant to communicators in all levels of government and branches of the military, as well as those at counseling firms, corporations and associations who are responsible for communicating with various audiences on public policy or public safety issues. Increase your skills and make new contacts to build your career as a public affairs/government professional.

For more information, please go to: <http://www.prsa.org/Network/Communities/PAG/>



The National Association of Government Communicators (NAGC) is a national not-for-profit professional network of federal, state and local government employees who disseminate information within and outside government. Its members are editors, writers, graphic artists, video professionals, broadcasters, photographers, information specialists and agency spokespersons. The principal purpose of NAGC is the advancement of communications as an essential professional resource at every level of national, state and local government.

For more information, please go to: <http://www.nagc.com>.



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RAVE REVIEWS FROM PAST GOVERNMENT TRAINING ATTENDEES:

"Really well done, overall. Speakers were well prepared and had excellent examples."

A. Cannarsa, Public Affairs Specialist

SOCIAL SECURITY ADMINISTRATION

*"The training really gave me many, many, good ideas and how to accomplish them.
The training was good for my organization and for me personally."*

J. Blair, Public Affairs Specialist

U.S. DEPARTMENT OF COMMERCE

ALL TRAINING SESSIONS WILL BE HELD AT THE:

To Be Determined Shortly

For more information, please contact the Advanced Learning Institute at 773.695.9400, ext.1



Join us in Tampa this November for A.L.I.'s training on "Social Media for State & Local Government Communications: How To Manage & Measure Your Social Media In An Era Of Lean Budgets & Tough Decisions To Foster Collaboration, Improve Service Delivery, & Deliver Results"

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, continental breakfasts, morning & afternoon refreshments, and evening networking reception.

Group Discount: Register 3 colleagues and the 4th is FREE!	Earlybird Pricing: Register with payment by October 4th	Regular Pricing: Register with payment after October 4th
Training Only (Nov. 19 & 20)	\$1,499	\$1,899
Training (Nov. 19 & 20) Plus One Workshop (Nov. 18 or 20)	\$1,899	\$2,299
Training (Nov. 19 & 20) Plus Two Workshops (Nov. 18 &/or 20)	\$2,199	\$2,599
Training (Nov. 19 & 20) Plus Three Workshops (Nov. 18 &/or 20)	\$2,399	\$2,799
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Digital Access To Training Materials	\$249	

*IL residents will be charged 9.75% sales tax on workbook orders.

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 ext. 216, 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 organization and receive the same group discount. The free registrant must be of equal or lesser value.

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Earn training attendance bonuses as you benchmark with other organizations. For every A.L.I. training attended, receive a **\$200 discount** off your next A.L.I. training. Also, you will receive special bonuses and perks reserved only for A.L.I. frequent attendees.

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 training (**before November 4th**) a refund will be provided less a \$295 administration fee. Registered delegates who do not attend or who cancel two weeks prior to the training or less (**on or after November 4th**) 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 GOVERNMENT TRAINING ATTENDEES:

"The content was great – real people in our world doing real things with the topic."

A. Davison, Web Services Manager
CITY OF SCOTTSDALE, ARIZONA

"The training was well worth my time, providing me with networking opportunities and numerous social media platforms and projects."

C.Cassel, Public Affairs Specialist
U.S. FISH & WILDLIFE SERVICE

"Good mix of information on how to integrate social media, both internally and externally, into your organization's technology communications plan."

T. Willson, IT Director
CITY OF OWASSO, OKLAHOMA

"I liked the way the content was presented by practitioners & not sales people."

Shannon Duplessis, Assistant IT Director
LOUISIANA DEPARTMENT OF CIVIL SERVICE

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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:

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- Department of State
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SOCIAL MEDIA For STATE and LOCAL Government

How To Manage & Measure Your Social Media In An Era Of Lean Budgets & Tough Decisions To Foster Collaboration, Improve Service Delivery, & Deliver Results

November 18 - 20, 2013 • Tampa, FL

Registration Form

Please photocopy for group members.

Yes, I'd like to register for the Nov. Social Media for State and Local Govt. training in Tampa, FL.

Please check:

E-mail Priority Code: _____ Amount Due: _____

- Training Only
- Training Plus Workshop(s):
 - Pre-Training Workshop A: Learn How To Utilize Social Media Tools Effectively In Your Organization — Set Up Your Profiles, Manage A Variety of Tools, And Implement A Step-By-Step Strategy
 - Pre-Training Workshop B: Building Better Community Engagement: Using Social Media To Develop Engaging Content, Monitor Citizen Feedback, And Ensure A Two- Way Conversation
 - Pre-Training Workshop C: Essential Elements For Creating An Effective Government Social Media Policy
 - Post-Training Workshop D: How To Use Social Media to Convert A Crisis Into A Positive For Your Agency
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