



Hot Topic Workshop: SOCIAL MEDIA

Wednesday, January 26
10:00 a.m. - 3:00 p.m. Eastern

Join us for the first Hot Topic Workshop for 2022! This virtual workshop will take place on January 26, and will cover the important social media basics, as well as measuring effectiveness, implementing policies for your pages and your employees, handling technical issues, and creating a social media calendar! If you are unable to join us the day of the event, a post-event recording is available for later viewing.

AGENDA

10:00 a.m. – 10:10 a.m.	Welcome and Opening Remarks
10:10 a.m. – 11:30 a.m.	Social Media for City and Town Governments This course is for both social media beginners and dabblers who can find their way around most social platforms. Participants will receive an overview of the most used networks among cities and towns, as well as ideas for how each one can be used to achieve your goals. Other topics will include the use of images and videos, what to do when glitches arise, how to manage multiple platforms, and more. This session will lay a great foundation for the day!
11:35 a.m. – 12:20 p.m.	Social Media Organization and Data If you've embraced social media for your city or town, there is much you can do to maximize effectiveness. Finding the right tools to help you reach your audience, planning ahead, scheduling your posts, and gathering data about how your pages are doing in terms of clicks, views, and the time spent reading your posts, will collectively help ensure social media is a sound, worthwhile investment of your valuable time.
12:55 p.m. – 1:55 p.m.	Social Media Policies for your Pages and your Employees Now that you're familiar with social media platforms and uses, we'll dive into the policies you should have in place. Policies about page guidelines (harsh language, bullying, etc.) are helpful to curb several issues that may arise with a public facing account. In addition, there should be procedures about when you can take down a post (if at all) and how to retain older posts. On the internal side, this workshop will cover employee policies for posting as a representative of the municipality and as an individual working for the municipality. CLE credit is pending for this presentation.
2:00 p.m. – 3:00 p.m.	Using Social Media "Live" Modes for Public Meetings Going "live" has evolved into a quick and easy way to share happenings, meetings, and events occurring in your community with a simple click. After reviewing the live modes of various platforms, this workshop will cover questions and comments submitted during a live feed, technical issues that may arise, and the applicability of social media with HEA 1437 (the virtual meetings law). CLE credit is pending for this presentation.
3:00 p.m.	Closing Remarks

REGISTRATION

Deadline: Friday, January 21

How to Register		Fee (Circle One)					
Online: aimindiana.org		Member: \$100		Municipal Non-Member: \$150		Post-Event Recording: \$50	
Fax: (317) 237-6206		Mail: 125 W Market Street, Suite 100		Indianapolis, IN 46204			
Name		Payment (Circle One)		Check	MC	Visa	Discover AmEx
Title		Check Number (Payable to Aim)					
Municipality/Company		Card Number					
Address		Expiration Date			Verification Code		
City/Town		Name of Cardholder					
State		Billing Address (if different)					
Zip		City					
Phone		State				ZIP	
Email (Required!)		Authorized Signature					

Earn MMI Credit

Participation in this Aim workshop is eligible for Aim Municipal Management Institute (MMI) credit. Thank you to our 2022 MMI Sponsors! Learn more about the MMI program and the sponsors at aimindiana.org/mmi.

Cancellation Policy

Only written cancellations will be accepted. Please mail your written cancellation to 125 W Market Street, Suite 100, Indianapolis, IN 46204, fax to (317) 237-6206 or email to bbysty@aimindiana.org.

E-Verify

Aim is an enrolled employer in the E-Verify Program verifying the work eligibility of its new employees and will remain so until that program no longer exists.