



**SOCIAL MEDIA**  
**JANUARY 26, 2022**

10:00 a.m. – 10:10 a.m. **Welcome and Opening Remarks**  
**Matt Greller**, Chief Executive Officer, Aim

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!

**Moderator:**

**Erin Jamison-Koenig**, Communications Director, Aim

**Speakers:**

**Treva Hodges**, Mayor, City of Charlestown

**Amanda Vela**, Public Information Officer, Town of Zionsville

11:30 a.m. – 11:35 a.m. **Break**

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, engaging with followers, planning ahead, scheduling your posts, and gathering data about how your pages are doing in terms of clicks, views, interactions, and the time spent reading your posts, will collectively help ensure social media is a sound, worthwhile investment of your valuable time.

**Speakers:**

**Noah Stubbs**, Director of Communications, City of Evansville  
**Jared Wade**, Communications Director, Town of Avon

12:20 p.m. – 12:50 p.m. **Lunch Break**

12:50 p.m. – 12:55 p.m. Welcome Back Remarks

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.

**Speaker:**

**Tony Overholt**, Member, Frost Brown Todd, LLC

1:55 p.m. – 2:00 p.m. **Break**

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).

#### **Speakers:**

**Lindsey Bennett**, City Attorney, City of Noblesville

**Rachel Hoffmeyer**, Deputy Chief of Staff and Communications Director, Indiana Office of the Secretary of State

3:00 p.m.

### **Closing Remarks & Adjourn**