

Register Today



Social Media for Municipal Use

Thursday, January 24, 2019 • 9:00 a.m. - 4:00 p.m.
Lake City Teen Town • 533 NW Desoto Street, Lake City, Florida 32055

Social media can be an effective tool to inform and engage residents. However, without proper policies and planning in place, it can spell disaster. Join us for two free courses on social media designed to bolster your city's online efforts so content is engaging while also protecting municipal interests.

Designed for elected municipal officials and staff, this course is free to Florida League of Cities members.

AGENDA

9:00 a.m.-12:00 p.m. – The Foundations of Municipal Social Media

Social media is not a fad. It continues to alter the way we communicate with our residents and each other. This introductory course will provide an overview of contemporary social media platforms and explore best practices to guide personal and public service usage of social media. We will provide practical advice on why you want to be engaged on social media and how to avoid some of the common pitfalls as participants and as consumers through the development of sound policy for elected officials and staff in your city.

1:00 p.m.-3:00 p.m. – Social Media 2.0: Algorithms and Aggregators

You mean there is a science to it? That's right. To get the most out of your social media efforts, you must first understand how the various newsfeeds work and then learn how to ensure your content is seen by its intended audience. We will provide professional tips to create compelling content designed to take the guesswork out of your social media planning, as well as showcase various tools to help you work smarter, not harder, to take your city's social presence to the next level. We will also discuss the latest changes to privacy policies and rules for paid advertising.

Click here to register online or learn more at flcuniversity.com.

Doors open at 9:00 a.m. Free parking available. For attendees registered for both courses, a box lunch will be provided. Please indicate any dietary restrictions on the registration form.



**This Regional Workshop is being hosted in partnership with the
Suwannee River League of Cities and the Northeast League of Cities.**



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