

Power Lunch Webinar

Thursday, December 14, 2017

Time: 12 to 1:15 p.m.

Webinar log-in information will be emailed to all registrants.

Speakers:

Tom Christensen

Communications Specialist
County of San Diego



Melissa Phy

Multimedia Designer
County of San Diego



Beyond the Numbers: Analyzing Your Social Media Efforts

It's human nature to think "bigger is better," but that's not always the case when it comes to social media. The quality of your followers and those that engage with your content is often more important than the total number of followers your account has. Find out how to make your content attract the right attention from the public and enlist their help in spreading your message. Learn the different ways to measure audience engagement and ways to highlight your social media successes.

About the Panel:

Tom Christensen is a communications specialist with the County of San Diego and coordinates the County's social media endeavors. He has done presentations and interviews on government use of social media for the National Association of Counties (NACo), California Association of Public Information Officials (CAPIO), Government Social Media Conference (GSMCON), National Public Health Information Coalition (NPHIC), the California Department of Public Health, National Association of Telecommunications Officers and Advisors (NATOA), Woodrow Wilson International Center for Scholars, Philadelphia Health Department's 12 Days of Social Media in Emergency Management, California Office of Binational Border Health and several local governments and community organizations.

Melissa Phy is a multimedia designer with the County of San Diego and helps promote content across different social media platforms. She's managed multiple social media accounts for AOL news organizations and private businesses. She has given presentations on government use of social media for County employees, the Government Social Media Conference (GSMCON) and the California Association of Public Information Officials (CAPIO). Melissa has a deep appreciation for infographics, TweetDeck and user experience design.

Webinar Cost:
\$20 for Members
\$35 for Non-Members

Register online at
www.capio.org

For registration questions or payments call 1 (844) CAPIO-55.

****This webinar qualifies for CAPIO PIO Institute Credit for Measuring Results (MES)****