



# regional workshop

## Northern California Workshop

Wednesday, March 6, 2019

Social Media Academy for Government Communicators

### San Mateo County Health

225 37th Avenue, Room 100  
San Mateo, CA 94403

8:30 a.m. Registration / Coffee

9:00 a.m. – 4:00 p.m. Academy

### Host and Keynote Speaker:

**Anil Chawla** is the founder and CEO of ArchiveSocial, a social media archiving company that works with 1000 government agencies across the country, from small towns to New York City, Chicago, Dallas, and Orlando. Anil is a frequent speaker on the topics of government social media records management and compliance with public records laws, and his work has been featured in prominent publications including Government Technology, NextGov, InformationWeek, CNBC, and Fast Company.

### Session Facilitator:

**Dustin Haisler**

chief innovation officer  
e.Republic

The Social Media Academy for Government Communicators is a one-day event. As an attendee, you'll join your fellow communicators to share stories from the trenches of government social media and gain insight from local leaders in the field. The event will be interactive, giving you and your fellow attendees the opportunity to join the discussion.

The event will have an "unconference" format to help empower the participants to create the agenda. We'll kick off the day with a "Pitch Session," where all attendees who have an idea for a breakout session will have 60 seconds to present their idea to the group. After the Pitch Session, all attendees will vote for the breakout session they want to attend. The most popular breakout sessions will form the agenda for the rest of the event.

### Session Topics Will Include:

- California Legal Updates: The latest stories about social media and policy requirements from the Golden State courts and headlines
- Social Media in Crisis Situations: From fires to mudslides to earthquakes, learn how social media improves your agency's crisis communications strategy
- From Facebook Live to Instagram Stories: How to leverage live video to help your agency succeed
- What Does That Mean? How to create a meaningful and clear social media policy your employees and citizens will understand -- and use!
- Public Officials on Social: What to do when your elected officials use social media to communicate with citizens
- Facebook after Cambridge Analytica: How privacy concerns and new legislation such as the California Consumer Privacy Act impact public agency use of social media
- Riding the Meme Wave: Success stories and lessons learned from trying to stay fun and relevant on your agency page
- To Hide or Delete?: Best practices for keeping your presence clean and productive, and not getting yourself in trouble in the process

Free for CAPIO Members / \$40 for Non-Members

*Lunch is provided*

*Enjoy a post event networking mixer hosted by CAPIO.*

Contact Info: [info@capio.org](mailto:info@capio.org) or call 1 (844) CAPIO55

\*\*\*Workshop qualifies for PIO Institute credit for the electronic media (EM) category\*\*\*

Register at [www.capio.org](http://www.capio.org) – Registration Limited to 60 Participants on a first-come basis.



[www.capio.org](http://www.capio.org)