



# regional workshop

## Northern California Workshop

**Tuesday, October 3**

### Social Media Academy for Government Communicators

#### City of Dublin

Shannon Community Center  
Ambrose Hall  
11600 Shannon Ave.  
Dublin, CA 94568

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.

Earlier this year, the company launched the first Presidential social media archive, with the outgoing Obama administration. 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:

**Chris Hsiung**  
Police Captain, City of Mountain View

The Social Media Academy for Government Communicators is a one-day event. Attendees will join fellow communicators to share stories and ideas from the trenches of government social media and gain insight from local leaders in the field. The event is structured in an interactive format, which gives each attendee the opportunity to join the discussion.

The academy will have an “unconference” format that empowers participants to help create the agenda. To kick off the event, we will conduct a Pitch Session where all attendees who have an idea for a breakout session will have up to 60 seconds to present their idea to the rest of the audience. After the Pitch Session, all attendees will vote for the breakout sessions they want to attend. The most popular breakout sessions will form the agenda for the rest of the academy.

#### Session Topics to Include:

- Public Officials on Social: How to manage your elected officials using social media to communicate with their constituents--
- Oh Snap: Emerging Social Networks--How to keep up with the ever-changing social media platforms like Snapchat and Nextdoor
- From Periscope to Facebook Live: How to make live video succeed for your government agency
- Social Media in Crisis Situations: How to use social media to respond to crisis situations
- Social Liability: Understanding legal and policy requirements for social media in government
- Getting Started: Where to start with social media for your agency
- Managing Social Media: The 24-hour social cycle for the half-time social media manager
- Social Media "Trolls": How to respond to "trolls" on social media as a government agency

#### Free for CAPIO 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)