



# **Social Media Strategies for Government Professionals Level 1**

**Friday, March 15, 2019**

**UNC School of Government**

<b>8:30 am</b>	<b>Registration and hot breakfast</b>
<b>9:00 am</b>	<b>Introductions and Discussion on Goals for the Workshop</b>
<b>9:30 am</b>	<b>Overview of Commonly Used Social Media Apps in Government (including setting up apps if needed)</b>
<b>11:00 am</b>	<b>Break</b>
<b>11:15 am</b>	<b>Creating an Engaging Platform for Your Community (content creation)</b>
<b>12:15 pm</b>	<b>Lunch – <i>in classroom</i></b>
<b>1:00 pm</b>	<b>Legal Issues Related to Social Media</b>
<b>2:30 pm</b>	<b>Break</b>
<b>2:45 pm</b>	<b>Special Uses of Social Media Based on Audience Questions/Needs</b>
<b>3:30 pm</b>	<b>Evaluations and Adjourn</b>