

Social Media Strategies II: Beyond the Basics

November 1, 2019

School of Government, Chapel Hill, NC

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8:30am	Check-in and Breakfast
9:00am	Social Media Overview
10:30am	Break
10:45am	Designing Content and Using Key Features of Common Social Media Platforms
12:00pm	Lunch (<i>provided</i>)
1:00pm	Legal Issues in Social Media
2:15pm	Break and Snack
2:30pm	Best Practices for Comments: Practical Application of the Law
3:30pm	Final Questions and Wrap Up
4:00pm	Adjourn