

Social Media for Social Good

March 19-20, 2020

School of Government, Chapel Hill, NC

Thursday, March 19

- 8:30am Check-in and breakfast
- 9:00am Welcome and Introductions
- 9:30am Overview of Social Media
- 10:30am Break
- 10:45am Social Media: Legal and Policy Issues I
- 12:00pm Lunch (*provided*)
- 1:00pm Social Media: Legal and Policy Issues II
- 2:30pm Break
- 2:45pm Social Media: Creating Enforceable Policies
- 4:00pm Adjourn

Friday, March 20

- 8:30am Check-in and breakfast
- 9:00am Social Media Content Trends and Best Practices
- 10:30am Break
- 10:45am Social Media Advanced Content Creation, Influencers, and More
- 12:00pm Adjourn (*grab-n-go lunch provided*)