Using Social Media for Public Works and Utility Professionals - Webinar

Description: Understand how to use social media to keep your community engaged and the steps required to build an effective social media policy. Public Works employees have a tough job. They operate in all types of weather conditions, often working long shifts and odd hours. Public Works employees are also frequently derided by citizens who are frustrated by perceived inefficiencies during a snowstorm, flooding or construction-related issue. It is also very easy for citizens to be frustrated with the local agency when they are sitting in congestion due to road projects. When the workers on the side of the road are nameless strangers, it's that much easier to race through a construction zone because drivers are in a hurry. It's also easy to declare that the roads in my town are the worst anywhere. This topic will help agencies start telling their story using social media and start engaging in conversations that can help the audience understand that there are real people (friends, family and neighbors) filling those roles. It will also teach you how to use social media and other technology to allow citizens to "walk in the boots" of Public Works. Many people love to have the inside scoop of how something works. The goal is to not only educate, but to empower the audience to serve as advocates the next time a conversation strikes up in the community. This topic will provide practical advice and guidance on building social media policies and engagement programs. You will leave ready to start using social media in a whole new way.

Contents: Communicating Your Story Through Social Media
- Telling the Story of Public Works Activities
- Telling the Story of Your Teams
- Telling the Story of Your Community

Creating Your Social Media Policy and Engagement Program
- Effective Social Media Policies
- Engagement Programs That Win
- Monitoring and Measuring Your Success

Getting Started
- Hiring the Right People
- Training and Managing Your Team
- Communicating With Elected and Administrative Leadership


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