



MEDIA ADVISORY

Contact: Bernice Cage
Tel.: 614-233-4157
Cell Phone: 614-626-1117
Email: bcage@morpc.org

FOR IMMEDIATE RELEASE

MORPC Workshop presents Social Media Strategies for Local Governments

The Mid-Ohio Regional Planning Commission (MORPC)'s Social Media Best Practices for Local Governments Workshop will focus on the challenges and demands of communicating to residents in the digital age. The half-day workshop will cover social media basics, practical uses, trends, strategic planning and more.

WHO: Presenters:
Amanda Sage, Gong Gong Communications – Social Media Basics for Novices
Amy Marshall, Fathom – Merging Online & Offline Marketing
Sarah McQuaide, MORPC – Planning & Analyzing Social Media Campaigns
Michelle Adams, Prism Marketing – Forecasting Future Trends

Local Governments Panel:
Scott McAfee, City of New Albany
Lee Yoakum, City of Delaware
Sue Burness, City of Dublin

WHAT: Social Media Best Practices for Local Governments Workshop

WHEN: Wednesday, June 18
8 a.m. – 2 p.m.

WHERE: MORPC
111 Liberty Street, Suite 100
Columbus, OH 43215

-30-

Working to Build a Better Region

111 Liberty Street, Suite 100
Columbus, Ohio 43215-5222
Phone (614) 228-2663 Fax (614) 621-2401
www.morpc.org