



Mid-Ohio Regional
Planning Commission

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NOTICE OF A MEETING

Social Media Best Practices for Local Governments

MID-OHIO REGIONAL PLANNING COMMISSION
111 LIBERTY STREET, SUITE 100
COLUMBUS, OHIO 43215

Wednesday July 18, 2018
8:00 a.m. Pre-Workshop for Beginners
9:00 a.m. for All Guests

AGENDA

- 8:00 a.m. **Pre-Workshop for Beginners: Getting Started in Social Media**
Niel Jurist, Public Information Officer, City of Gahanna
- 9:00 a.m. **Welcome & Introductions:**
William Murdock, Executive Director, MORPC
- 9:10 a.m. **Session I: Effective Social Media Strategy Development**
Tips for a local government on strategy development, Niel Jurist
- 9:40 a.m.. **Session II: Legal implications in the use of social media for the public sector**
Ohio Attorney General's Office guidelines for local governments
Advertising rules on public websites and social media channels
David Stein, Partner, Bricker & Eckler LLP
- 10:30 a.m. **BREAK**
- 10:45 a.m. **Session III: Telling your story -FraizerHeiby Team**
How to story map
Crisis communication
Best social media channels for the public sector
- 11:45 a.m. **LUNCH (OPTIONAL) Informal deep dive digest of information**

PLEASE NOTIFY EILEEN LEUBY AT 614-233-4315 OR eleuby@morpc.org
TO CONFIRM YOUR ATTENDANCE FOR THIS MEETING, IF YOU REQUIRE
SPECIAL ASSISTANCE AND/OR HAVE ANY FOOD ALLERGIES.

William Murdock, AICP
Executive Director

Rory McGuiness
Chair

Karen J. Angelou
Vice Chair

Erik J. Janas
Secretary