



AMCTO's Corporate Training

Social Media and Municipal Websites

Social media is one of the most powerful tools for local governments in engaging the citizenry, enhancing service delivery, and attracting economic and other interests to local communities. The need for municipal leaders to be on top of social media trends and uses, legal liabilities and risks, as well as operational dangers associated with such programming, has risen to a critical level.

The AMCTO Social Media Symposium is a 2-day educational and networking opportunity for municipal professionals to come together and discuss the complexities of social media.

Day 1

The first day of the Social Media Symposium will be dedicated to many of the procedural and operational considerations that are associated with the introduction of a social media program. As such, questions to be covered on this first day will include:

- What are the expectations of the public, with respect to a municipality communicating via social media?
- What are some political exigencies that arise from public expectations and how do these affect municipal professionals and subsequent programming?
- What are operational adjustments and contingencies that need to be addressed in the development and introduction of a social media program?
- What should a social media policy (or suite of policies) need to contain to ensure appropriate public accountability and transparency, while still allowing professionals the appropriate discretion to manage messaging?
- What liabilities (both political and legal) can be anticipated from a social media program, and how can these risks best be mitigated?
- What management capacity is required to administer and maintain a social media program and what are some models of accommodating such requirements?
- What are the FOI implications of a social media program?

Day 2

The second day of this premier educational offering is dedicated to the development of the social media program itself, as well as its use in fostering citizen engagement, public

service delivery, and economic development. Questions to be answered on this day will include:

- What are the forms of social media most commonly used by municipalities? What are some examples of how they are currently being successfully used?
- What are the pros and cons of using Twitter, blogs, Facebook, and other forms of social media in a municipal setting
- What contributions can social media programs make to your municipality's citizen engagement efforts?
- How can social media be leveraged to enhance your municipality's community and economic development?
- How can you evaluate the effectiveness of your social media programming and identify improvements needed?
- What are some practical do's and don'ts for using social media effectively and how are these related to policy development?
- What are critical points to consider in crafting a social media policy and a social media strategy for your municipality?