



From: NJLM - Municipal Clerks [mailto:njlm-clerks@cityconnections.com]
Sent: Friday, January 15, 2010 12:20 AM
To: Lashway, Lisa
Subject: NJLM Seminar - Social Media and the Public Official

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**NJLM Education Foundation, Inc.
Presents a Statewide Conference**

Social Media for Public Officials

Registration Fee: \$35 [WORD](#) [PDF](#)

March 30, 2010

8:30 a.m. – 1:00 p.m.

Prudential Center – “The Rock”

165 Mulberry St., Newark, NJ

Park for \$5 in the garage on Lafayette St. (corner of Broad St.),

Yellow Lot 10 – Ford Lincoln Mercury VIP Garage

Enter The Rock via the Verizon atrium on corner of Lafayette and Mulberry

To help New Jersey's policy makers better understand and utilize these new social media technologies, the NJLM Education Foundation presents this half-day conference with New Jersey's expert practitioners.

Social media has created opportunities and pitfalls as more public agencies grapple with this new communication phenomenon. Social media uses internet and web-based technologies to transform traditional broadcast media (one to many) into social media interactions (many to many). This includes such familiar applications as Linked-In, Facebook and Twitter. Knowledge and information become more democratized while content consumers become content producers.

Presenters will cover successfully launching a web-based advocacy campaign and protecting one's on-line reputation. Breakout panels include:

- Getting Started on Social Media, Best Practices,
- Case Studies on Successful Advocacy Campaigns
- Social Media's Longer Term Impact on Communications and Policy.

8:30 A.M. Registration and Informal Continental Breakfast

9:00 A.M. Opening Session and Introduction

Mayor Cory Booker, Newark

Breakout Sessions:

10:00 a.m. – 11:00 a.m.

Session A: Introduction to Social Media – Getting Started

Session B: Best Practices for Experienced Users

11:15 a.m. – 12:15 p.m.

Session C: Case Studies of Successful Advocacy Campaigns

Session D: Longer Term Impact on Communications and Policy

12:15 p.m. – 1:00 p.m. Coffee and Networking Break.

Attendees are encouraged to make their own lunch arrangements at the many excellent nearby restaurants.

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**New Jersey League of Municipalities
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