



From: NJLM - Municipal Clerks [mailto:njlm-clerks@cityconnections.com]

Sent: Saturday, March 06, 2010 12:45 AM

To: Lashway, Lisa

Subject: NJLM - Social Media for Public Officials



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[Home](#)

[Impt. Issues](#)

[Annual Conference](#)

[Employment Listings](#)

[Seminars](#)

MEMBERSHIP ADVISORY

March 5, 2010

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

Social Media for Public Officials

**March 30, 2010 - 8:30 a.m. – 1:00 p.m.
Prudential Center – “The Rock”
165 Mulberry St., Newark, NJ
Registration Fee: \$35**

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

This event is designed for local public policy makers and their
communications staff.

Register today at

<http://www.njlmef.org/social-media-033010.html>

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, Networking and Informal Continental Breakfast

**9:00 A.M. Welcome: Verizon New Jersey President Dennis Bone;
Chairman, NJ State Chamber of Commerce**

Keynote Speaker – Newark Mayor Cory Booker

Breakout Sessions:

10:15 a.m. – 11:15 a.m.

Session A: Introduction to Social Media – Getting Started With Chris Rosica, Rosica Communications

Session B: Best Practices for Experienced Users – With Robert Sommer, Rock Entertainment and Desiree Peterkin-Bell, Communications Director, City of Newark

11:30 a.m. – 12:30 p.m.

Effective Advocacy Campaigns & the Future of Social Media
With Michael Duhaime, Chief Strategist, "Chris Christie for Governor" and Andrew Rasiej, Founder, Personal Democracy Forum

12:30 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. For suggestions see <http://www.njlmeff.org/social-media-033010.html>

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