

Subject: AMO Social Media Webinar Series

Every second, on average, around 6,000 tweets are tweeted on Twitter, which corresponds to over 500 million tweets per day. How do you make your message heard through the noise? How do you ensure your Municipality is presenting the right information at the right time?

Join AMO as we explore what makes good content, learn from others, and build best practices in the 2018 Social Media Webinar Series.

Session Dates and Topics:

Webinars have a maximum capacity of 75 attendees. Reserve your virtual seat today, registration form attached or register online at amo.on.ca. Please note all sessions run from 12:00 pm to 1:00 pm ET.

- Date: February 14, 2018
- **Social Media Survey Results**
Most Ontario municipalities are using social media and they're becoming more creative and sophisticated in how they do it. Redbrick Communications' annual social media survey looks at how the social landscape is changing and how you can adapt. Besides sharing the results of the 2017 survey, this webinar will share case studies, lessons learned from the past year and insights into platforms, like Instagram and Snapchat.
- Date: March 18, 2018
- **Social Media in Emergency Situations**
Social media is both powerful and dangerous in times of crisis. Information travels quickly and while it allows emergency responders and municipalities to keep their communities up to date with accurate information, it can just as easily create confusion and add to the chaos. We'll guide you through how to prepare for and use social media as part of your emergency communications plan, learn from real-life examples and give you strategies to respond effectively under pressure.
- Date: April 18, 2018
- **Best Practices – Three Case Studies**
Municipal governments in Ontario are trying different ways to manage social media platforms. We'll do a deep dive into three different models of social media management – a larger municipality that is managing dozens of social media accounts, a mid-sized municipality experimenting with greater staff access to improve engagement, and a smaller, rural government that is managing social media with little staff and fewer resources. We'll focus on lessons that everyone can take away and use everyday.
- Date: May 16, 2018
- **Social Media Planning**
Like every communications tool, social media works best when you have a plan. This session will walk you through how to develop a strategic social media plan that ensures you are reaching the right audiences, at the right time, with the right content. Given shifting local media landscapes, using these direct channels well is even more essential to reaching your key audiences.
- Date: June 13, 2018
- **Creating Compelling Video Content that Fits Your Plan**
Audiences are consuming content through videos more than ever before. But when is the right time to use video? Just like any other tool, you want to have a plan. This webinar will focus on understanding when to use video and how to create compelling stories -- even budgets and resources are limited. We'll also look at how to leverage and promote content once you have it.
- Date: September 12, 2018
- **Getting the Most Out of Facebook**
Facebook remains the dominant social media platform globally, but the channel itself is evolving and changing – will it impact your use of the channel? This webinar will help you understand how

to leverage the platform to effectively engage your community, create compelling content, and measure your impact.

- Date: October 10, 2018

Managing Trolls, Negative Comments and Really Angry People on Social Media

Unfortunately, social media is not always used for good. Municipal staff and elected officials are regularly challenged by angry Facebook groups, harmful posts, and online ranting that often doesn't go away easily. This webinar will help you move away from the emotion of the moment and make wise decisions to respond (or not) in a way that is helpful, not harmful. Drawing from true examples, you'll get practical advice to maintain a positive reputation and come out ahead.