

# Workshop Descriptions

Governor's Social Media Summit, NOV. 5, 2012

TRACK 1: Using the right tools	TRACK 2: Social media case studies from the trenches	TRACK 3: Communications planning & social government
9:15 - 10:30	<b>Workshop Sessions</b>	
<p><b>TRACK 1: Tips, tricks and tools for managing the Twittersphere</b>  <i>Cheryl Bledsoe, Clark Regional Emergency Services Agency</i>            Everyone is atwitter about Twitter tools. How do you use them? Which ones are the best? Hear from an expert on how to navigate the Twittersphere by successfully using a wide range of tools to help monitor and manage this powerful social media tool.</p>		
<p><b>TRACK 2: Mobile Government: Find Washington's sales tax rates using mobile apps</b>  <i>Bart Rydalch, Revenue</i>            Have you Been "Squared" lately? When emerging technologies are adopted by the business community, they become part of our daily lives. Today, many small businesses are using mobile devices to instantly access the information they need to run their businesses. By using GPS, credit card readers, cameras and messaging, mobile apps provide a service web pages could never dream of. Small businesses are driving our need as government to do things differently. This is not a fad or passing trend, it's good customer service.</p>		
<p><b>TRACK 3: A redefined news landscape: How social media has changed the media</b>  <i>Rachel La Corte, Associated Press, Tiffany Campbell, NPR Boston and Evonne Benedict, KING 5</i>            Social media has fundamentally changed how citizens and reporters get and share news. In an environment where most news breaks on Twitter first, hear from this mixed panel of broadcast and print news reporters as they talk about how social media tools have redefined their jobs and how that impacts yours as a communicator.</p>		
10:45 - 12:00	<b>Workshop Sessions</b>	
<p><b>TRACK 1: GovDelivery: An innovative twist to digital communications</b>  <i>Doug Bear, Kitsap County, Deb Castle, GovDelivery and Jeremy Bertrand, Transportation</i>            What is GovDelivery? Using email as its foundation, GovDelivery is designed to build a digital audience and streamline government's communication process with the public. Learn more about GovDelivery and how state and local entities are using it to improve their ability to communicate with citizens.</p>		
<p><b>TRACK 2: Engaging citizens in real-world issues: Budget Gapster 2013 from vision to conception</b>  <i>Beth Goldberg, City of Seattle Budget Office</i>            In these tough budget times, government transparency and citizen engagement are critical. Join Seattle's budget director to hear about how the Budget office teamed up with the Mayor's Office to create a web application for citizens that simulates the tough trade-offs that decision makers faced when constructing the 2013-14 proposed budget.            This session will answer questions about the vision behind the app, how it was created and launched and how input from citizens was used to inform Mayor McGinn's proposed budget. Come hear Revenue's experience of developing its first iPhone mobile application that allows businesses to find a local tax rate with the tap of a finger. Mobile apps are not a fad or passing trend – it's new technology that is meeting the expectations of small businesses.</p>		
<p><b>TRACK 3: What's coming next? Open data in government</b>  <i>Tom Jensen, Legislative Evaluation and Accountability Program, Saf Rabah, Socrata and Wilford Saunders, Washington State Broadband Office</i>            We live in a world full of information. This is especially true for government agencies struggling to make complex mountains of data understandable and relevant to customers. How can we use data visualization and apps to inform and engage constituents?            During this panel, experts from Socrata, fiscal.wa.gov and the Washington State Broadband Office will discuss how they are using data to create new ways of visualizing and understanding complex information, including the challenges and successes they have experienced.</p>		

# Workshop Descriptions

Governor's Social Media Summit, NOV. 5, 2012

TRACK 1: Using the right tools		TRACK 2: Social media case studies from the trenches		TRACK 3: Communications planning & social government	
1:15 - 2:30	<b>Workshop Sessions</b>				
	<b>TRACK 1: Twitter chatter: Rules of engagement in an online world</b> <i>Bob Calkins and Guy Gill, Washington State Patrol</i> What's everyone tweeting about? Just #AskWSP. Here's your opportunity to learn about the innovative ways that Washington State Patrol is using Twitter to engage with citizens one-on-one. From centralized engagement campaigns using #AskWSP to decentralized, regional trooper use of Twitter, WSP has many successes, challenges and lessons learned to share with agencies that want to engage more in the Twittersphere.				
	<b>TRACK 2: Visual storytelling in the age of YouTube, Flickr and Pinterest</b> <i>Maria Peterson, Corrections, Jeremy Bertrand, Transportation and Cameron Satterfield &amp; Christine Lange, King County</i> Imagery communicates experiences that words often can't. Using tools such as YouTube, Flickr and Pinterest, our panel has reached thousands in ways that traditional communication methods cannot. Join this panel for a look at why imagery has emerged as the latest medium for storytelling in the 21st century.				
2:45 - 4:00	<b>TRACK 3: Social media in crisis communications: Help or hindrance?</b> <i>Ed Troyer, Pierce County Sheriff's Department</i> Crisis communications is a specialty. Nothing can really prepare you for the unexpected, but one thing is certain: the media and public will want timely, accurate information. Social media adds a new layer with news and misinformation often breaking on Twitter first. Hear from an expert on how Pierce County Sheriff's Department handled communications during the Lakewood police and Mt. Rainier Park Ranger shootings and how social media added an extra layer of complexity to sensitive communication issues.				
	<b>Workshop Sessions</b>				
	<b>TRACK 1: Making sense of the blur: Social media policy considerations for state agencies</b> <i>Suzanne Shaw &amp; Sarah Lane, Attorney General's Office and Jon Pretty, Enterprise Services</i> With continued advances in social media tools, the boundaries for personal, professional and official use of social media are more blurred than ever. Even if your agency doesn't use social media, your employees do! This session will answer questions about issues you must consider when drafting a social media policy, including best practices, employee use, employment consideration and lessons learned.				
<b>TRACK 2: The power of social media tools during an emergency</b> <i>Bryan Flint, Natural Resources, Richelle Risdon, Kittitas County Fire #7 and Pascal Schuback, University of Washington</i> The use of social media tools during an emergency is becoming more and more prevalent. The Colorado fires and our own recent fires in Eastern Washington are perfect examples of this phenomenon. During this panel, communication professionals and emergency management experts with a flair for social media will talk about this trend and what they are doing to harness the power of social media tools during regional emergencies to communicate with citizens.					
<b>TRACK 3: Creating Social Media Content Strategy</b> <i>Kristy Bolsinger, PricewaterhouseCoopers LLP</i> You don't have to be NASA to have great content. However, you do need a solid strategy, so that all of your pieces fit together into one cohesive puzzle that makes sense to your audience. Learn more about getting your communication ducks in a row with Kristy Bolsinger as she touches upon the building blocks necessary to good social media content strategy.					