

Special District Socialites Series: Elevate Your District's Social Media Presence

Hosted by SDAO and Streamline

Presented by Mac Clemmens and Maria Lara

See [speaker package](#) for bios and headshots

Part 1 | Tuesday, May 7, 2024 @ 12pm | Cut through the noise and build trust: Learn how to combat rumors, and connect with your community on social media.

Part 2 | Thursday, May 9, 2024 @ 12pm | Turn theory into action: Master our 6 social media best practices for impactful district engagement.

Part 3 | Tuesday, May 14, 2024 @ 12pm | Content to captivate your audience: How to create engaging posts that keep your community informed and involved.

Ready to amplify your district's voice and build stronger community connections? Join SDAO and Streamline for a 3-part social media webinar series! This series will equip your district with the tools to navigate online rumors, target the right audience, and craft engaging content that keeps the community informed and involved. Register today and learn how social media can be a powerful tool for your agency!

Registration:

https://us02web.zoom.us/webinar/register/WN_tvqpwxsFSxCQ1aQbxlHHVw#/registration

More detailed series information:

Elevate Your District's Social Media Presence: A 3-Part Webinar Series

Empower your district to connect and engage with your community through effective social media strategies. This comprehensive webinar series dives deep into the power of social media for districts, equipping you with the knowledge and tools to build a thriving online presence.

Part 1 | Cut Through the Noise and Build Trust (The Foundation + Why)

- The Power of Social Media for Local Government: Understand the transformative potential of social media in fostering community engagement, disseminating information, and building trust.
- Combating Misinformation: Learn strategies for addressing rumors and misinformation spreading online.

- Identifying Your Community: Discover best practices to pinpoint your target audience on different social media platforms.

Part 2 | Turning Theory Into Action

- 6 Social Media Best Practices for Local Government: Unveiling our proven framework for creating compelling content, maximizing reach, and fostering meaningful online interactions.
- Building a Strong Social Media Strategy: Learn to develop a tailored social media plan aligned with your agency's goals and target audience.

Part 3 | Content Creation - Captivate Your Audience

- Crafting Engaging Content: Discover techniques to create informative, visually appealing content that resonates with your community.
- Finding the Right Mix: Learn to develop a content calendar that balances informative updates with community-focused posts to keep your audience engaged.

Don't miss this opportunity to take your district's social media presence to the next level!

Register today!