

# 2019 Public Relations Workshop – Social Media!

On it or not, we'll show how to do it right.

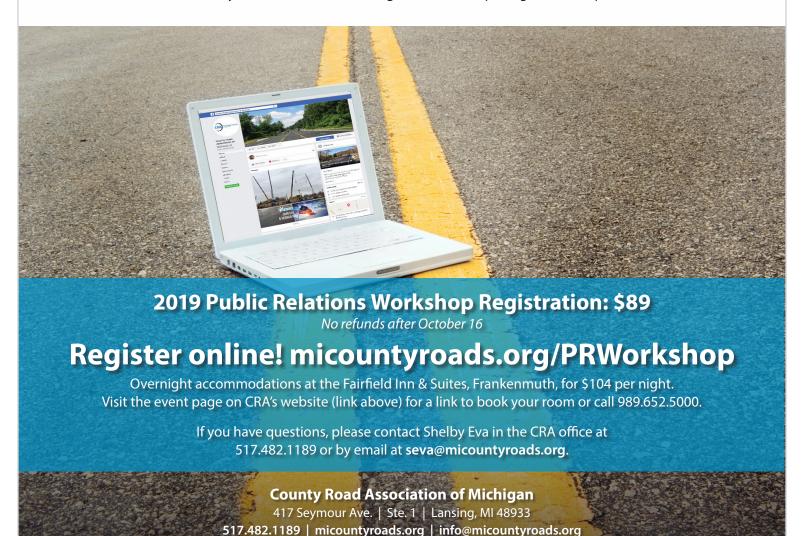
Tuesday, October 22, 2019 | 8:15 a.m. – 3 p.m. (brewery tour from 3-5 p.m.!)\*

Frankenmuth Brewery | 425 S. Main St., Frankenmuth

Hit a Facebook pothole? CRA's 2019 PR Workshop to the rescue!

Getting a Facebook account off the ground, dealing with upset residents on a public page and handling crisis communication online are among the topics of this year's **PR Workshop on Tuesday, October 22, at the Frankenmuth Brewery.** 

Learn how to do **Facebook Live**, launch a budget-conscious **YouTube** channel and get a glimpse into the future of social media. **BONUS:** Brewery tour is included in the registration fee! (\* pre-registration required)



@MICountyRoads



## **WORKSHOP AGENDA**

8:15 - 8:45 a.m. **Registration and breakfast** 

8:45 – 9 a.m. **Welcome and opening remarks** 

9 – 9:45 a.m. Social media and the law

9:45 – 10 a.m. **Snack Break** 

10 – 10:45 a.m. A primer on all things Facebook

10:45 – 11:30 a.m. 'Have a nice day'

11:30 a.m. – 12:30 p.m. LUNCH

12:30 – 1:15 p.m. What's on the (You)Tube?

1:15 – 2 p.m. A peek at the future

2 – 2:15 p.m. **Snack Break** 

2:15 - 3 p.m.

**PANEL: Social media in a crisis** 

3 - 5 p.m.**BREWERY TOUR\*** (optional)



### **County Road Association** OF MICHIGAN

417 Seymour Ave., Ste. 1 Lansing, MI 48933

#### **Event Contact:**

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# Create, build and manage a social media network to get our road agency in gear!

### Social media and the law

Does freedom of speech let anyone post anything on Facebook? What about employees' personal Facebook pages? Do you need a social media policy? We'll unpack these and other legal scenarios.

# Mike Kluck, attorney, Michael R. Kluck & Associates

# A primer on all things Facebook

Now showing: The ins and outs, do's and don'ts, pros and cons of having a road agency Facebook account. New this year: We'll delve into Facebook Live and show you how to do your own.

Stefanie Herder, membership & marketing directory, Spring Lake Country Club

# 'Have a nice day'

How should you handle criticism on your page? At what point is it OK to ignore a serial poster? Some tips and tools to help you keep it professional out there.

Gillian Van Stratt, social & video team lead, MLive Media Group

## What's on the (You)Tube?

YouTube is the modern-day video store and library, all in one. Want a "blockbuster" YouTube channel on little budget? We got you.

Dustin Earley, manager of communication & engagement, County **Road Association of Michigan** 

# A peek at the future

Just when you think you've mastered social media, things change. What worked a year ago is likely outdated or soon will be. Get some insight on what to expect down this ever-twisting road.

Bill Emkow, growth strategist, Bridge Magazine

#### **PANEL: Social media in a crisis**

The road is out ... the bridge is down ... the snowstorm is here. What role does social media play in keeping the public up-to-date? Panelist share their experiences that have been down that road in a lively Q&A.

Peter Ternes, communications manager, DTE Energy **Cindy Dingell, Road Commission for Oakland County** Katelynn Bennett, officer, East Lansing Police Department Moderator: Craig Bryson, Road Commission for Oakland County

## **BREWERY TOUR**

Take a tour of the oldest brewery in Michigan and learn about its rich history! (\* pre-registration is required)







