



County Road Association
OF MICHIGAN

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)



2019 Public Relations Workshop Registration: \$89

No refunds after October 16

Register online! micountyroads.org/PRWorkshop

Overnight accommodations at the Fairfield Inn & Suites, Frankenmuth, for \$104 per night.
Visit the event page on CRA's website (link above) for a link to book your room or call 989.652.5000.

If you have questions, please contact Shelby Eva in the CRA office at
517.482.1189 or by email at seva@micountyroads.org.

County Road Association of Michigan

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

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@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)

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)



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