

**We need to talk.**

Tuesday, April 22, 2014



## **SURF**

WiFi Network: **GTA-GUEST**  
Password: GTAX706ATL733GAIntonly! (Case specific, exclamation point included)

## **TWEET**

Tweet us your Social Media questions for the panel **@GeorgiaGovTeam** using **#GaGovTalks** throughout the event! Questions will be read out loud during the discussion.

## **LISTEN**

Like what you hear? Check out our Social Media Spotify Playlist!



<http://sptfy.com/3iN>

## **BREAK**

### **Ladies' Restroom**

Take a left out of the conference room, right at the end of the hall, turn right again, and the restroom is located on your right next to the water fountains.

### **Men's Restroom**

Take a right out of the conference room, take the first left, turn left again, and the restroom is located on your left.

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### **Nikhil Deshpande \\ Keynote Presenter**

10:00 – 10:30 a.m.

“We need to talk! The Why, What, When, and How of Social Media.”

GeorgiaGov Interactive

@NikoftheHill



Through his role as Director of GeorgiaGov Interactive, Nikhil manages a motivated team who maintain the content publishing platform for GeorgiaGov and 65 other state agency websites. Nikhil helped lead the recent redesign of Georgia.gov and the move from a proprietary content management system to the open source system, Drupal, hosted in the cloud. He has spoken at multiple engagements across the state on Drupal, social media, and web management. Nikhil is also an adjunct faculty member at the Savannah College of Art and Design (SCAD), Atlanta campus, where he teaches Principles of Interaction Design and Social Game Design courses.

### **Blair Brady \\ Presenter**

10:30 – 11:15 a.m.

“Social Media: Finding the Right Platform”

WITH/Sims

@BlairBradyATL



Blair Brady, Partner & Vice President of Client Services at WITH/Sims, has spent her nearly decade-long career leaving her creative mark on traditional and digital marketing efforts for well-known brands such as Kellogg’s, Texas Pete, Great Clips, AT&T and Neenah Paper. With an infectious entrepreneurial spirit, Brady develops meaningful relationships with her clients, instilling her belief that a brand’s authenticity starts with the people behind the brand. She counsels brands on how to tell their story through content marketing, digital strategy, social media, experiential, sponsorships, brand building and promotions.

**Bethany McDaniel \\ Presenter and Panel Member**

11:30 – 12:15 p.m.

“Social Media Strategy: Know Your Knows”

GeorgiaGov Interactive

@GeorgiaGov



Since 2013, Bethany McDaniel has been the Web Content and Social Media Manager for GeorgiaGov Interactive, a division of the Georgia Technology Authority. She helps write and maintain all of the content on Georgia’s state portal, while managing Georgia.gov’s blog, Facebook and Twitter accounts. She helps oversee the GeorgiaGov social media content policy and is a regular contributor and member of Georgia’s Social Media All-Stars. Bethany enjoys exploring social media strategies and finding new ways to inform and engage the public citizens of Georgia.

12:45 – 2:00 p.m.

**Social Media Discussion Panel with Industry Experts**

**Kendra Skeene \\ Panel Moderator**

GeorgiaGov Interactive

@KSkeene



Kendra Skeene is the Support and Training Manager at GeorgiaGov Interactive, a division of the Georgia Technology Authority. She also manages projects for the team, and works with other state agencies to build and improve their websites; offering consultation and insight on how to make their sites more usable.

Kendra holds a BFA in Art from the University of Florida (Go Gators!). She has more than 13 years of web design and development experience, and has been leading computer training classes for 11 years. Kendra has worked as designer, developer and

content manager with six different content management systems over the years, and the Drupal CMS is her favorite by far.

**David Allen \\ Panel Member**

Georgia Department of Natural Resources' Wildlife Resources Division  
@GeorgiaWild



Communications/Outreach Specialist David G. Allen has worked to expand the Georgia Department of Natural Resources' Wildlife Resources Division's social media presence since 2011. Through the implementation of David's campaigns and social media strategies, Wildlife Resources has grown from a relatively unknown state agency on social media into one of the top five most "liked" state wildlife agencies on Facebook. In addition to Facebook and Twitter, David now has the Division engaging on YouTube, Instagram, Foursquare and the Georgia Wildlife blog,

and continues working toward making the agency the top online source for everything outdoors in Georgia.

**Lauren Cleland \\ Panel Member**

Georgia Department of Economic Development  
@ExploreGeorgia



Named one of the Top Tourism Professionals on Twitter, Lauren Cleland has been the New Media Specialist for the Georgia Tourism Division since September 2012. As the voice for Explore Georgia on social media, Lauren is responsible for developing and implementing a new media marketing strategy that both promotes Georgia tourism and engages travelers. Lauren sees the importance of new social technology and embraces the one thing that is constant in the world of social media – change.

**Noralil Fores \\ Panel Member**

Turner Classic Movies  
@TCM



Noralil Ryan Fores helps build communities of classic film lovers across social media platforms for Turner Classic Movies. She's happy to chat social media strategy on Twitter at @NoralilFores.

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## Social Media **DOs** & **DON'Ts**

**DO** highlight positive news, statistics, and services. You're great! Let everyone know.

**DON'T** be misleading. Be objective with information. Plan ahead if you expect negative feedback.

**DO** have a content strategy and goals for the future. Have a plan and implement it.

**DON'T** forget to change. Having a strategy is great for planning, but keep in mind that the social world is constantly changing and evolving. Things that work today might not work tomorrow.

**DO** double-check spelling and grammar. Would you take this seriously?

**DON'T** report information without double-checking your facts. Inaccurate information coming from your official voice will just diminish your credibility.

**DO** speak in a gracious, friendly way. Wouldn't you want to be spoken to that way?

**DON'T** disappear. If you're posting content regularly, post content regularly. Commit to what you can handle and stick to it.

**DO** express condolences when a notable individual from your agency, department, or state government passes away.

**DON'T** criticize other states, agencies, or services. You wouldn't want to be offended, so don't offend.

**DO** say thank you. Thank people for their comments, feedback, and for reaching out. A thank you goes a long way.

**DON'T** intentionally spark controversy. You want to create a safe, open space where conversations unfold naturally.

**DO** try your hardest to respond quickly and immediately to help constituents resolve their problems.

**DON'T** plagiarize. Always give credit where credit is due.

**DO** search for and monitor popular #hashtags and trends.

**DON'T** be afraid to ask for help. If you ever feel like a comment requires a response you aren't comfortable giving or don't feel authorized to answer, then just ask.

# Resources

## Websites and Blogs

- <http://www.HowTo.gov/Social-Media>
- [www.SocialMediaToday.com](http://www.SocialMediaToday.com)
- [www.Moz.com/Beginners-Guide-to-Social-Media](http://www.Moz.com/Beginners-Guide-to-Social-Media)
- [www.MomThisisHowTwitterWorks.com](http://www.MomThisisHowTwitterWorks.com)

## Management Tools

- [www.Hootsuite.com](http://www.Hootsuite.com): Multiple social media accounts management.
- [tweetdeck.twitter.com](https://tweetdeck.twitter.com): Multiple accounts management.
- [analytics.twitter.com](https://analytics.twitter.com): Analytics tracking for your Twitter account.
- <https://www.facebook.com/insights>: Analytics tracking for your Facebook page.
- [www.twitterfeed.com](http://www.twitterfeed.com): Automated content publishing for social media accounts.
- [www.Bitly.com](http://www.bitly.com): Twitter and Facebook custom link shortener and analytics tracking.
- [http://Goo.gl](http://goo.gl): Google URL shortener.

## Archiving and Recording Tools

- [www.Gremlin.com](http://www.gremlin.com): Promises compliant social media communication for companies regulated by the federal government, including financial services and health care.
- <http://www.hanzoarchives.com>: Captures and archives Facebook, Twitter and LinkedIn records and includes YouTube, blogs, customer forums, wikis and websites.
- <http://www.actiance.com/socialite>: Captures and archives employee use of Facebook, LinkedIn and Twitter, and promises to satisfy regulatory, legal and corporate compliance requirements associated with those networks.
- <http://www.socialware.com>: Provides a number of software products that capture and archive posts on Facebook, LinkedIn and Twitter, and promises to meet monitoring and compliance requirements for the finance industry.

## Articles



**6 Steps to a Comprehensive Ongoing Content Strategy Audit**  
(<http://www.searchenginejournal.com/6-steps-comprehensive-ongoing-content-strategy-audit/91129/>)



**Content Strategy Gets Tactical: Establishing the Content Workflow**  
(<http://marketingland.com/content-strategy-gets-tactical-content-workflow-73566>)



**How to Use Data to Improve Your Content Marketing Strategy**  
(<http://contentmarketinginstitute.com/2014/03/use-data-improve-content-marketing-strategy>)



**What Increased Content Sharing Means for Businesses**  
(<https://www.facebook.com/business/news/What-Increased-Content-Sharing-Means-for-Businesses>)



**Facebook, Twitter, Instagram, Pinterest, Vine- How to Create Perfect Social Media Posts [Infographic]**  
([http://www.mediabistro.com/alltwitter/perfect-social-media-post\\_b49128](http://www.mediabistro.com/alltwitter/perfect-social-media-post_b49128))



**Safe Use of Social Media in Regulated Fields? It's a Real Option.**  
(<http://www.entrepreneur.com/article/232693>)



**Department of Defense Social Media Hub**  
(<http://www.defense.gov/socialmedia/>)



**U.S. Army Social Media Handbook**

(<http://www.slideshare.net/USArmySocialMedia/social-media-handbook-2013>)



**Portal Web Standards- Social Media Guidelines**

(<http://portal.georgia.gov/interactive/web-standards/40-social-media-guidelines>)