

Do you want to start using social media professionally but don't know where to start?



Social media tools give us the opportunity to reach more people than ever before. Smart phones, tablets, laptops and the Internet are now the first choice when searching for news and information. When people have questions they search the Internet for answers. As experts in food, agriculture, and the environment we have answers. Social media allows us to directly connect with people who need answers.

## Social Media Workshop

Nov 14, 9:00 – 4:00

1864 Shyville Rd.

160 Endeavor Center

Piketon, OH 45661

\$15:00 (Lunch Included)

Register Online By Nov 18

<https://www.regonline.com/cfaessocialmediastrategyworkshoppiketon>

## Learn

"The New Realities" This Keynote session from Mindset Digital will examine the shifts that have occurred in the way people find and use information. Understanding these shifts will help you get noticed by a distracted audience that is often overwhelmed by the amount of information coming at them daily.

### We will also discuss:

Guidelines and Best Practices for Facebook and Twitter  
Developing a Social Media Strategy.

### Speakers:

**Debra Jasper** became Director of the Kiplinger Program in 2004, after spending nearly two decades as an award-winning journalist. She holds a Ph.D. from Ohio State in Educational Policy and Leadership, and wrote her dissertation on the art of powerful storytelling. Formerly the Statehouse Bureau Chief for The Cincinnati Enquirer, she has two degrees in journalism.

**Betsy Hubbard** was a former program officer at Pew Charitable Trusts, where she oversaw millions of dollars of related research and projects. She has an M.A. in Public Policy from the University of Minnesota and a B.A. in political science from Goucher College, with a year spent studying at the London School of Economics.

**Jamie Seger**, OSU Extension Miami County

**Mitch Moser**, Social Media Specialist, CommTech

## **Agenda**

9:00 – 9:30	Doors Open
9:30 – 11:30	New Realities in Communication Debra Jasper, Betsy Hubbard – Mindset Digital
11:30 – 12:30	Lunch
12:30 – 1:30	Developing a social media strategy Mitch Moser – Social Media Specialist
1:30– 1:45	Break
1:45 – 2:45	Best Practices and Lessons Learned in a Facebook campaign Jamie Seger – Extension Educator
2:45 – 3:00	Break
3:00 – 4:00	Guidelines and best practices for Twitter Mitch Moser