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Speakers:

Christine Damko
Economic Development Manager
City of Temecula



Brianna Borunda
Social Media Consultant
City of Temecula



Prices

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“Communicating During a Crisis: Using Social Media to Share Your Story Quickly, Authentically and Transparently”

Thursday, April 9

From your Desktop

Noon – 1:00 p.m.

During a crisis, one of the keyways our community and customers receive information is through social media. Developing engaging, relevant content for social media allows public-sector communicators to effectively reach core audiences in a crisis and share critical information quickly, authentically and transparently.

Key Topics:

- Case study using social media during the COVID-19 crisis
- Creating branded templates for video and posts
- Social media monitoring tips
- Content management
- Social media posting and monitoring tips and tools
- How to verify your government social media pages
- Responding to questions and comments on your social media accounts

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All registrants are provided with a link to the recording.