



**MARYLAND**  
*Association of*  
**COUNTIES**

## **2013 Spring Symposium: Social Media Strategy— Public Outreach 2.0**

June 6, 2013

9:30 am—3:00 pm

North Laurel Community Center

9411 Whiskey Bottom Rd, Laurel, MD 20723

*Sponsored by Howard County Recreation & Parks  
and the Local Government Insurance Trust (LGIT)*



**SOCIAL MEDIA**—it's the new communications norm. Today's constituents are more plugged-in than ever before. Mobile devices have made it possible for constant communication through Facebook and Twitter to become powerful aspects of American culture.

It is imperative for counties to engage, educate and interact with citizens to encourage participation, calm fears, and build awareness, understanding and support.

In today's environment of stretched budgets, it is more important than ever for your county to educate your constituents on what you do, how you serve, and how your work positively impacts the state of Maryland.

Learn how to harness the power of social media strategically so that your county can interact and engage with your residents in a way that will keep them informed, connected, and contributing to the direction of your county.



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**9:30 am – 9:45 am**

### ***Welcoming Remarks***

The Honorable Rick Pollitt, County Executive, Wicomico County; MACo President  
Ms. Candace Dodson Reed, Deputy Chief of Staff, Howard County

**9:45 am – 11:15 am**

### ***How to Integrate New Media, Tools and Techniques into Your Public Outreach Plan***

*Strategically driven public outreach, using traditional and new media as well as innovative communication tools and techniques, can help you accomplish the goal of having informed and engaged residents who not only support your county's objectives, but help you achieve them— you will leave this workshop on a successful path towards:*

- *Choosing the most effective communication tool for the specific message being communicated and the audience to whom you are communicating*
- *Defining your county's priorities and building your communications plan around them*
- *Understanding the different approaches to communicating including the array of communication tools available today*
- *Listening better to your audiences and getting them to listen better to you*

**SPEAKER:**

### ***Sandy Evans Levine, President of Advice Unlimited LLC***

Advice Unlimited LLC is a Woman-Owned Small Business (WOSB) public outreach/strategic communications firm serving government organizations and companies selling to the government, based in the Washington DC metro area. Ms. Levine has received numerous awards for her professional skills and business acumen, and has published articles and delivered presentations for many leading organizations on the topics of government communications, strategic public outreach, leveraging new and traditional media, and disaster recovery communications.

**11:15 am—11:30 am**

### ***Break***

**11:30 am—12:00 pm**

### ***Roundtable Discussions***

Brainstorm with your peers - discussion leaders will help you discover your common communications struggles and share methods and ideas for overcoming them.

**12:00 pm—12:30 pm**

**Lunch** *(sponsored by the Local Government Insurance Trust—LGIT)*

*(continued on next page)*

**12:30 pm—1:30 pm**

**County Best Practices for Social Media**

Four Maryland counties will explain how they're using social media to communicate about services such as emergency management and public safety updates, health issues and news, parks and recreation, and county promotion.

**SPEAKERS:**

*Clay Stamp, Director, Talbot County Department of Emergency Services*

Mr. Stamp serves as the Director of Emergency Services and as an Assistant County Manager for Talbot County, Maryland. Additionally, he serves on FEMA's Hurricane Liaison Team which operates out of the National Hurricane Center in Miami, Florida providing coordination.

*Samantha O'Neill, Special Assistant and Social Media Manager for Howard County Executive Ken Ulman*

Ms. O'Neil currently serves as the Special Assistant and Social Media Manager for Howard County Executive Ken Ulman. She previously held the position as the Director of Outreach and Community Partnerships for the Howard County Health Department, where she was responsible for the direct development and implementation of the Healthy Howard initiative, assisted in policy research and led outreach efforts. Ms. O'Neil has an extensive background in writing, capacity building and community relations.

*Chris Tassa, Network Administrator and Webmaster, Calvert County Health Department*

Mr. Tassa came to the IT industry in 2000, as one of the first two charter members of the Washington Metropolitan Area's Geeks On Call, a computer repair service that provides immediate solutions for all IT support, including computer and mobile device repair for home and office. He has been at the Calvert County Health Department for seven years, overseeing the website re-design, maintaining and troubleshooting the website, and implementing the Department's social media program.

*Jeremy Kortright, Recreation Superintendent, Frederick County Parks & Recreation*

Mr. Kortright has been with the Parks & Recreation Department for 14 years. As Superintendent, Mr. Kortright oversees ten full-time staff, who manage the county's camps and special events, operate the Rose Hill Manor Park and Children's Museum of Frederick, two nature centers, and seven park schools that are shared with the Board of Education.

**1:30 pm - 1:45 pm**

**Break**

**1:45 pm - 2:45 pm**

**Content-First Messaging for Maximum Reach #MakeItCount**

*If a tree falls in the forest and nobody hears it, does it make a sound? That same concept applies to your social media efforts. This session will give you a starting point for how to frame your message for maximum reach on social networks using a content-first approach, so that your message will be heard. The speaker will share common mistakes to avoid, tips and resources that will help you craft your message, and an overview of what a social media strategy looks like.*

**SPEAKER:**

*Nick Alexopoulos, Media Relations Manager, Loyola University Maryland*

Mr. Alexopoulos oversees all of the University's media outreach and responses to media inquiries, the University's primary social media presence, and daily news gathering of campus-related stories. Prior to joining Loyola, Mr. Alexopoulos was the media relations specialist for the University of Maryland Center for Health and Homeland Security (CHHS) and taught the social media and crisis communication module of a U.S. Department of State crisis management training course. Before working with CHHS, Mr. Alexopoulos was the investigative and special projects producer at WBFF TV in Baltimore. His focus on enterprise storytelling afforded him the opportunity to cover news up and down the East Coast with the U.S. Marine Corps, the National Guard, and the Drug Enforcement Administration. Mr. Alexopoulos' honors and awards from his years in TV include a regional Emmy for general assignment reporting and four Society of Professional Journalists awards.

**2:45 pm - 3:00 pm**

**Closing Remarks**

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Registration to attend this event is free for MACo members: county officials and county staff. Register online at [www.mdcountries.org/SMS13](http://www.mdcountries.org/SMS13) or by submitting this form to MACo by mail: 169 Conduit St., Annapolis, MD 21401; by fax: 410.268.1775; or by email: [kwalker@mdcountries.org](mailto:kwalker@mdcountries.org). Registrations must be received by May 31, 2013.

## REGISTRANT INFORMATION:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Please Choose One:

County Elected Official (\$0)  County Appointed Official  County Staff

County: \_\_\_\_\_ Phone #: \_\_\_\_\_

Email Address: \_\_\_\_\_

Dietary Restrictions\*:

Vegan  Vegetarian  Other (food allergies, etc., please list):

*\*MACo will make every effort to accommodate dietary restrictions and allergies. In the event that we cannot do so, we will notify you.*

## REGISTRATION OPTIONS (please check one):

	Through 5/22/2013	Through 5/29/2013	After 5/29/2013
County Elected Official	<input type="checkbox"/> FREE	<input type="checkbox"/> FREE	<input type="checkbox"/> FREE
County Appointed Official	<input type="checkbox"/> FREE	<input type="checkbox"/> FREE	<input type="checkbox"/> FREE
County Staff	<input type="checkbox"/> FREE	<input type="checkbox"/> FREE	<input type="checkbox"/> FREE
Other Government	<input type="checkbox"/> \$40	<input type="checkbox"/> \$45	<input type="checkbox"/> \$50
Commercial/NonProfit	<input type="checkbox"/> \$50	<input type="checkbox"/> \$55	<input type="checkbox"/> \$60

**PAYMENT METHOD** Check or Money Order payable to **MACo**. Your confirmation/receipt will be emailed to the email address on this form.

Please check appropriate box:  Check  VISA  MasterCard (American Express not accepted)

Card #: \_\_\_\_\_ Security Code: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_

Signature \_\_\_\_\_ Print Cardholder Name: \_\_\_\_\_

Please mail or fax completed registration form with payment to:

MACo, Attn: Kaley Walker  
169 Conduit Street  
Annapolis, MD 21401

Phone: 410.269.0043  
FAX: 410.268.1775  
Questions? [kwalker@mdcountries.org](mailto:kwalker@mdcountries.org)

## MACo Office Use Only

Date Paid \_\_\_\_\_ Check or PO Number \_\_\_\_\_ Amount \_\_\_\_\_  
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