



The day is broken into three sections:

**First**, we will look at why it is important for us to use social media as professionals.

**Second**, we will talk about how to develop a social media strategy and you will have some hands-on time begin developing your own strategy.

**Third**, we will see how strategy is applied to Facebook and Twitter by looking at guidelines and best practices and lessons learned from a social media campaign.

The speakers are:

**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

**Join the fun and walk-a-way with a strategy!**

#### **Social Media Workshop Schedule:**

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



#### **Kimberly Roush**

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