

Save the date!



Monday, October 4, 9 a.m. to 3 p.m.

@ the ODOT Headquarters in Columbus

Social Media 101 conference

The **Ohio Public Images Board** and the **Southwest Ohio COG** are pleased to sponsor a **“Social Media 101”** conference in October. Heather Whaling, president of Columbus-based Geben Communication, will be the guest speaker. The conference will also feature a panel discussion with Superintendents and staff of County Boards of Developmental Disabilities and other Ohio agencies.

Key takeaways include:

- Dispelling the myths and fears associated with Facebook and other social media.
- Relevant information and how to's, to help agencies serving people with disabilities and other populations understand how these low-cost, high-value tools can strengthen communication with those they serve and other key stakeholders.
- Case studies from organizations effectively engaging in social media to achieve their communication goals.
- Introduction to free or low-cost tools to make managing social media more efficient.

**Registration and cost information will be available online
(www.publicimagesnetwork.org) in late August.**

To learn more about Heather, visit her web site: (www.gebencommunication.com), her blog (www.prTini.com) or connect with her on Twitter (www.twitter.com/prTini).

