

SOCIAL MEDIA TRIALS AND TRIBULATIONS

Getting It Right

Thursday, June 13, 2019

BASA | 8050 N. High Street | Columbus, OH 43235

8:30 a.m. - 9:00 a.m.

REGISTRATION

9:00 a.m. - 10:00 a.m.

THE TAMING OF THE TROLLS: PREPPING NOW FOR A SOCIAL MEDIA CRISIS

Carole Dorn-Bell, Partner, Allerton Hill Consulting

Every school system deals with crisis issues. These days, however, many crisis issues start online, go viral and then quickly spiral out of control. It's an emotion-based campaign waged against your schools for the singular purpose of making you look bad. Enough. You are not sport and your reputation is on the line. We will talk about ways you can have a strong social media presence now, during and after a crisis. Your reputation and that of your district is worth protecting and your stakeholders are counting on you. We will make sure you are prepared.

10:00 a.m. - 10:45 a.m.

DEVELOPING AND IMPLEMENTING A SOCIAL MEDIA POLICY

Pat Corbett, Executive Director, NEOLA

How do Board policy choices and revisions impact your response to issues with social media? Spend time during this session understanding the consequences of choices and recommendations to your administrative team and Board of Education. Where are teachers in the process of policy development and how can you protect your district?

10:45 a.m. - 11:00 a.m.

BREAK

11:00 a.m. - 12:00 p.m.

SOCIAL MEDIA 101: HOW TO GET STARTED (AND KEEP GOING)

Kirk Koennecke, Superintendent, Graham Local Schools

Join Kirk for a deeper dive into social media platforms, from twitter to blogs, and everything in between. Attendees will be exposed to interactive tips and tricks to expand their skills and build a supportive PLN.

12:00 p.m. - 12:30 p.m.

LUNCH (provided)

12:30 p.m. - 1:30 p.m.

MY TOP 10 SOCIAL MEDIA TIPS & TRICKS

Mary Beddell, Public Relations Director, Plain Local School District

When you are not sure how to get started or what to do next with your social media plan, in this session you will learn from a school communications pro on tips and tricks to nail your social media strategy. This session will provide you clear direction and best practices you can put into place today!

1:30 p.m. - 2:15 p.m.

PR WITHIN A RURAL SCHOOL

Kayla Bagley, Public Relations Coordinator, Antwerp Local Schools

Martin Miller, Superintendent, Antwerp Local Schools

Are you utilizing your website to its fullest capacity? What can your students do to support your communication message? Learn how one small rural district in NW Ohio utilizes their website and Broadcasting class to communicate within the community.

2:15 p.m. - 3:00 p.m.

WHAT DO I DO NOW? ADVICE FROM OUR PANEL OF EXPERTS

SOCIAL MEDIA TRIALS AND TRIBULATIONS

Getting It Right



Ohio's Superintendent Association

Registration Options:

Online @ www.basa-ohio.org

Mail to: 8050 N. High St., Suite 150 | Columbus, OH 43235

Email Vanessa Gabriele: gabriele@basa-ohio.org

FAX: (614) 846-4081

Full Name:	Title:
Organization/School District:	
Address: (Street/City/State/Zip)	
Phone #: ____-____-____	Fax #: ____-____-____
Email:	

DATE/LOCATION

Thursday, June 13, 2019: BASA | 8050 N. High St., Ste. 150, Columbus, OH 43235

WORKSHOP FEES

	\$179 BASA Member
	\$209 Non-Member

PAYMENT TYPE

	Check Enclosed (payable to BASA)
	Purchase Order Number: _____

Cancellations & Refunds:

Refunds or credit will be given only for cancellations made in writing (mail or fax) and received by the BASA office up to five business days prior to the event. Cancellations 5 business days or less prior to the workshop are subject to a 50% cancellation fee. No refunds will be given for "no-shows."

Additional Information:

Participants in BASA workshops will receive a certificate of completion. Participants should discuss the outcomes of their experience with their Local Professional Development Committee (LPDC).

Graduate Credit

May be available for an additional fee and granted upon completion of an additional assignment. Questions should be directed to Cheryle "Dee" Basinger at cbasinge@ashland.edu.

Questions?

For additional information, contact BASA via email at gabriele@basa-ohio.org or by phone at (614) 846-4080.