



Government Finance Officers Association

GROUP  
INTERNET-BASED  
COURSE

## Why Social Media Should Matter to the Finance, Budget, and Treasurer's Office

NEW!

October 10, 2018, and again on December 12, 2018 | 2:00 pm to 4:00 pm (ET)

LEVEL: Basic

CPE CREDITS: 2 (based on a 50-minute hour)

FIELD OF STUDY: Communications and Marketing

PREREQUISITE: None

### Instructors:

**Timothy Martin**, senior manager for member engagement, Government Finance Officers Association, Chicago, Illinois

### Who Will Benefit:

This course is for finance officers, budget managers, treasurers, and other staff who want to use social media to enhance public awareness of how taxpayer dollars are being spent and/or saved and to show what services are being provided by a locality.

### Program Description:

Many constituents are using some form of social media. While the idea of using social media in your office or department to communicate and engage with taxpayers may seem daunting, it's actually easy and in many cases, free. Before diving into what to post, how, and why, this session will first introduce you to the social media platforms available, their audiences, and features. After the introduction, you'll learn basic steps for creating a page, department guidelines, and setting up a strategy for success when it comes to having a two-way conversation with your community. Whether you work in the finance, budget, or treasurer's office, there are easily accessible tools to enlighten citizens on what you do, why you do it, and how it can benefit them.

### Seminar Objectives:

Those who successfully complete this seminar should be able to:

- Understand what social media platforms are available to them and the demographics of users of each platform.
- Understand how to create a basic page on various social media platforms.
- Understand how to successfully launch a social media page to the public from a public relations perspective.
- Understand how to manage multiple accounts within your department.
- Understand how to create a social media plan for a department.
- Understand what to post, why to post it, and how.
- Understand how to monitor social media activity and respond to it.

### It's Easy to Participate

- GFOA's internet training is delivered to attendees via a secure website and audio conferencing service.

### Equipment Needed

- A computer with a web browser to view the presentation. If you have speakers for your computer, you will be able to listen to the training using them.
- If you do not have speakers for your computer, you will need a phone to listen to the presentation. (Speaker phone recommended, but not required.)

### How It Works

- Participants will receive an e-mail invitation containing a link with instructions at the beginning of the week the course will be taking place from the e-mail address [messenger@webex.com](mailto:messenger@webex.com). (Please add this e-mail address to your "allowed senders list.")
- Materials can be viewed on a secure internet site.
- Questions can be asked at any time during the course, and interactive exercises will test your mastery of the material.
- To join the event more quickly, you can set up Event Manager before the event starts.  
Go to: <https://gfoa.webex.com/gfoa/ecsetup.php?frommail=1>.

To learn more or register for this event,  
visit [www.gfoa.org](http://www.gfoa.org).

For further study check out GFOA's Whitepaper,  
"Transparency: A Means to Improving Citizen Trust in Government"  
(<http://www.gfoa.org/transparency-improving-citizen-trust>).

For those who are interested and who register by October 9 (or December 11 for the encore presentation), GFOA will offer a chance to participate in a one-hour call with Timothy Martin, GFOA senior manager for member engagement. Topics will include a discussion of what your government is doing now on social media, how it can improve, and a number of ideas to create a more engaged community relating to budgets, finances, etc. moving forward. Winners will be announced during the training.

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- Check here if you are faxing this form or scanning and e-mailing this form to [training@gfoa.org](mailto:training@gfoa.org). Fax: 312-977-4806.  
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### Program Information (Please Check One)

- October 10, 2018**     **December 12, 2018**

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

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

Employer: \_\_\_\_\_

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

City: \_\_\_\_\_

State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

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A copy of the confirmation will be sent as a PDF attachment via e-mail from [training@gfoa.org](mailto:training@gfoa.org). Please add this address to your allowed senders list.

**CPE Credits:** GFOA is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: [www.nasbaregistry.org](http://www.nasbaregistry.org).



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### Registration Fees (Please Check One)

- Member: \$85     Non-Member: \$160

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or call GFOA at 312-977-9700 for fee

Discount for paid new member (\$25) \$ \_\_\_\_\_

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**Inquiries:** For information regarding administrative policies such as complaints and refunds, please contact GFOA at [training@gfoa.org](mailto:training@gfoa.org) or at 312-977-9700.



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Chicago, Illinois 60601-1210

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