



Big or Small: How to Effectively Engage on Social Media in the Finance World

Sunday, May 19, 2019 ■ 2:40 – 3:30 PM

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Speakers:

- Timothy Martin, Senior Manager for Member Engagement, GFOA (moderator)
- Kent Wyatt, Communications Manager, City of Tigard, OR
- Brent Sakaida, Budget Officer, City of Thousand Oaks

Session Outline:

- 1) Introduction to Social Media**
 - Social Media Platforms Available
 - Why Using Social Media is Important
- 2) Creating Public Awareness of the Budget Through Twitter**
 - Case Study: City of Tigard
 - Creating Engagement on Twitter
 - Social Polling
- 3) Building a Campaign around Finance and Budgeting**
 - Case Study: Thousand Oaks
 - Putting the Message Anywhere and Everywhere
 - Utilizing Facebook, Nextdoor, and YouTube

Learning Objectives:

Key takeaways and learning objectives for this session include:

- Learn how to easily use social media platforms to engage the public in the budgeting and finance process
- Understand the difference between informing and engaging on social media
- Become familiar with the simplicity of Twitter, Facebook, Nextdoor and YouTube.
- Walkaway with quick tips to jump start the process of engagement with your community.