

Opportunities and Obstacles of Social Media for Special Districts

Think you, too, need a Facebook page? A Twitter feed? What about an Instagram account? If you're bewildered by social media options and their potential impact on your district (or if you're already challenged with trying to keep up your agency's social media content), this talk is for you. We'll go over options, strengths/weaknesses and considerations for each, and potential pitfalls to watch for. We'll also look at agencies who have to co-exist with community-generated social media "district" pages that aren't in the control of the district. and give examples of social media being done well, and done poorly.

The Cloud is not a Scary Place

Do you struggle sharing locally-stored files, or with multiple versions of the same file? Do you have a hard time scheduling meetings, seeing your colleagues' availability, or collaborating on documents? It may be time to consider moving away from locally-based software into a cloud solution, like Dropbox, Microsoft 365, or Google's G Suite. In this talk we'll go over the main cloud-based storage and productivity suites including security considerations, collaboration efficiencies (shared calendar and documents, anyone?) and more. Attendees will leave with a high level of confidence about the possibility of using these platforms to make their agencies more efficient and streamlined.

Getting Acquainted with Google Analytics and SEO

What does your community want to know? What website content is most popular? How did people find your website? Google Analytics is a powerful and free tool that can help you answer these questions.

In this workshop, we walk through the basics and show you a few of the things we look at when we evaluate a website. The goal is to empower you better understand your website's impact and help you speak more confidently about it with your peers and ultimately make smarter decisions about your content. We'll look at several special districts as examples and show you how to get your Google on! Some topics we'll cover:

- Baseline stats – Visits and engagement.
- Acquisition – Where are your visitors coming from?
- Devices – How are visitors viewing your website?
- Top Content – What pages are your visitors most interested in? And were there specific questions or keywords that led them to your site?
- Best practices for developing content that is search engine friendly

Special District website best practices (including new Section 508 changes you need to know about)

New requirements for your site went into effect in January 2018. Do you know how to test to see if your site is compliant? In this session we'll go over the state requirements for local government agencies as well as the federal Section 508 compliance rules to help ensure your site is usable by visitors with disabilities who use assistive technologies. You'll leave with tools and checklists to help keep you on track. We'll also share tools and best practices for image usage, content development, and more.

How to write for the web (or for the newspaper, or for an email blast, or even a billboard!)

If you care about speaking to your "audience" in a form they will pay attention to, attend this talk! We'll go over various mediums and why different styles work for each, and talk about some of the best practices for writing in a way your readers will be willing to ... well ... read! Website content, email announcements, bill stuffers, press releases for the newspaper, advertising and billboards all have different "rules" that you can follow to help ensure your readers pay attention to what you have to say.