



Local Government Leadership Academy

Webinar: Social Media 101

How You Can Use Facebook & Twitter to Engage your Communities

Last March, Facebook surpassed Google with the most visits of any website in North America. With most folks taking to the internet to share information and ideas, local governments need to consider the use of social media such as Facebook and Twitter. Learn the basics about the two leading forms of social media: Facebook and Twitter. Find out why you should consider using them and how to avoid the pitfalls. More importantly, find out how you can put these powerful online tools to work to help engage your audience in this enlightening and informative workshop.

The Local Government Leadership Academy (LGLA) is introducing its first distance education webinar which will be facilitated by Jan Enns of Jan Enns Communications. The webinar will be 1 hour in length – 45 minutes for the presentation and 15 minutes for questions. Ms. Enns will give an overview of how these tools work and their functions and features.

Date & Registration

Date: Tuesday, June 28, 2011

Time: 12:00 – 1:00 pm

Cost: \$99 + HST (Payment by credit card only.)

Register online: http://www.civicinfo.bc.ca/event/lgla_webinar_social_media.asp

Further Information

This course will count as 1 hour towards the LGLA certificate program. While the session is geared towards elected officials, people associated with local government are also welcome to participate.

If you have any questions, please contact the Union of BC Municipalities, which is currently providing staff support for the LGLA.

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