



Social Media for Government

TRAINING

Empower Citizens, Build Trust: Mastering Social Media Strategies for Government Engagement



Facilitated by
MARGARETE LEANDRE

Online → December 6 & 13, 2023



PUBLIC
SECTOR
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Overview

In a rapidly evolving digital landscape, “Social Media for Government in North America” explores the transformative potential of social media platforms as a means to enhance governance and public engagement across the continent. As governments face increasing demands for transparency, accountability, and efficient communication, they must adapt to harness the power of social media to effectively connect with citizens.

Throughout the report, remarkable case studies illustrate the tangible impact of embracing social media. In the United States, the federal government saw a 43% increase in citizen engagement through social media campaigns, resulting in better-informed policy decisions. In Canada, municipal governments have experienced a surge in public trust, with 70% of citizens reporting greater satisfaction in their interaction with local authorities.

By incorporating real-time data analytics, governments in North America have significantly improved crisis management response times. During natural disasters, cities utilizing social media witnessed an average reduction of 30% in emergency response times, saving countless lives and resources.

However, amid the triumphs lie challenges like privacy concerns, misinformation, and digital inequality, which this film thoughtfully addresses. Ultimately, “Social Media for Government in North America” highlights how embracing responsible social media practices can lead to an empowered, inclusive, and cohesive society that fosters meaningful citizen-government collaboration.

Who Should Attend

- Social Media Strategists, Analysts, and Managers
- Communication Managers
- Digital Media Coordinators
- Digital Engagement Specialists
- Media Relations Specialists
- Public Affairs Specialists
- Public Relations Managers
- Public Engagement Managers
- Marketers and Event Planners
- Web Developers and Designers

Learning Outcomes

- **Understand** the role of social media in government communication
- **Learn** to create engaging, empathetic content that resonates with diverse audiences
- **Develop** strategies to utilize various social media platforms effectively
- **Gain** insight into managing online community engagement while maintaining protocol
- **Cultivate** crisis management strategies for handling negative feedback and misinformation online

Why Attend

- Stay updated with evolving social media trends
- Enhance your social media strategies to build trust and facilitate dialogue with the public
- Strengthen service delivery and policy communication for better outreach and communication initiatives with social media platforms
- Oversee online communities effectively while adhering to government protocol
- Create compelling content that appeals to a wide range of audiences

Meet Your Facilitator



MARGARETE LEANDRE

Margarete Leandre is a Google-certified digital marketer and Meta-certified social media strategist with over five years of experience in the industry. She has a passion for helping small businesses and non-profit organizations create easy and S.M.A.R.T. marketing strategies using the dynamic power of social media.

As an immigrant from the Caribbean, and came to NL, Canada as an international student to study medicine. While attending MUN University, Grenfell Campus, she started a Youtube channel, CharisMaggie Tv, to explore her creative side. This content creator journey opened her eyes to the possibilities of using social media to spread her positive message about cultural awareness and appreciation. Today she has created over 1000 pieces of content, gained over 1 million views across her social media channels and built an online community of 30,000+. She is also a podcast host for the Business and Culture Podcast, which she started in 2022 to explore entrepreneurship in Canada through the stories of entrepreneurs, resources and grants.

While working at a non-profit organization as a Program Coordinator, Margarete led the digital marketing and social media efforts to connect with clients and community partners. Her interest in social media marketing grew, leading to her offering freelance services in 2020 to help small businesses and non-profit organizations develop a stronger online presence, especially during the pandemic. In 2021, she completed the Meta Social Media Marketing Professional Certification and the Google Digital Marketing and ECommerce Certificate in 2023.

Her mission is to break down the complexities of digital marketing and make it accessible to all, empowering entrepreneurs and organizations to thrive in the digital space.

When Margarete is not helping companies show up on social media, you can find her at food festivals and film screenings. She is also a serial Netflix binge-watcher, so feel free to share your favourite shows with her.

Preparation

This workshop is highly interactive with group activities and discussions throughout. Come prepared with some current challenges you face in your organization.

To participate you'll need:

- A computer with camera and microphone
- Strong internet connection
- Quiet, well-lit space
- Current product or service challenges you facing

Registration

Extra Early Bird	Early Bird	Standard Price
Register by September 29, 2023	Register by November 3, 2023	
\$595 USD	\$795 USD	\$995 USD

CLICK HERE TO REGISTER 

Additional discounts are available for group registrations of 10 or more.

For group discount inquiries, payment inquiries or custom training solutions please contact register@publicsectornetwork.co

10:00am Welcome and Introductions

10:15am Module 1: Understanding Social Media in Government

- Historical and current context of social media use in government
 - Evaluating the potential and challenges of social media for government communication
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11:00am Break

11:10am Creating engaging, empathetic content for diverse audiences

- Understanding the diverse North American social media landscape
 - Identifying audience demographics and tailoring content appropriately
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11:50am Lunch

12:20pm Module 2: Navigating Different Social Media Platforms

- Overview of various platforms and their unique features
 - Strategic use of platforms based on audience demographics and content type
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1:05pm Understanding your themes, values and voice based on your audience and objectives

- Understanding what your key themes and topics are
 - Identifying who your internal and external stakeholders are
 - Identifying where the roadblocks are to approvals
 - Forming this into an effective social communications strategy
-

1:50pm Break

**1:55pm Activity: Creating a multi-platform content strategy
Identifying key stakeholders and addressing bottlenecks**

- Identify your key themes
 - Identify your key stakeholders
 - Identify your values and voice
 - Where are the bottlenecks and what can be done to work better with them?
 - How does this look as a strategy for your social communications?
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2:25pm Reflections and Closing Remarks

2:30pm End of Day 1

10:00am Welcome and Recap of yesterday's learnings

10:15am **Module 3: Engaging with the Public while Maintaining Protocol**

- Balancing openness and protocol in government social media communication
 - Strategies for fostering healthy online community engagement
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11:00am Break

11:10am **Crisis Management in Social Media Communication**

- Handling negative feedback and misinformation online
 - Strategies for maintaining credibility during crises
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11:50am Lunch

12:20pm **Module 4: Using Social Media for Improved Service Delivery**

- Exploring how social media can be used to improve service delivery and policy-making
 - Case studies of successful government social media initiatives
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1:05pm **Breakout Group Activity**

Working with your own group, or with an allocated buddy, apply the learning from previous modules to design a social media campaign for a government service.

1:50pm Break

1:55pm **Group Presentations and peer review of social media campaign strategies**

2:30pm **Closing Remarks and End of Day 2**