

OVERVIEW

To help New Jersey's policy makers better understand and utilize these new social media technologies, the NJLM Education Foundation presents this half-day conference with New Jersey's expert practitioners.

Social media has created opportunities and pitfalls as more public agencies grapple with this new communication phenomenon. Social media uses internet and web-based technologies to transform traditional broadcast media (one to many) into social media interactions (many to many). This includes such familiar applications as Linked-In, Facebook and Twitter. Knowledge and information become more democratized while content consumers become content producers.

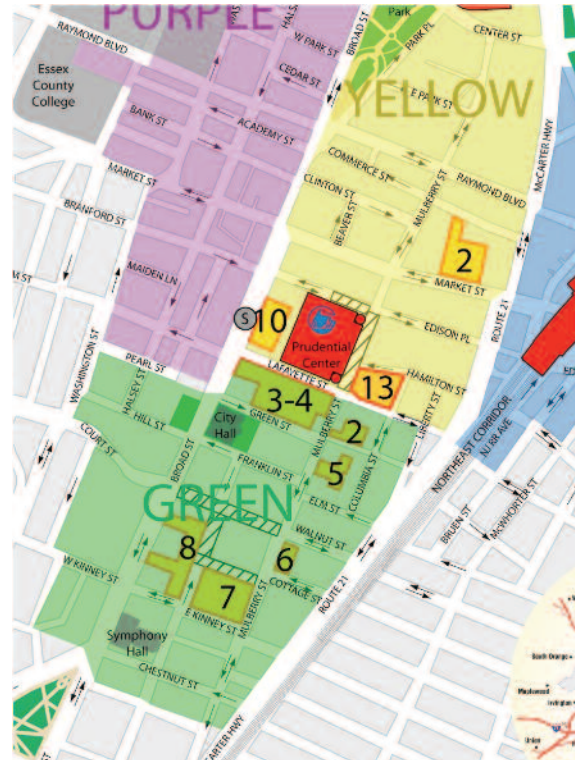
Presenters will cover successfully launching a web-based advocacy campaign and protecting one's on-line reputation. Breakout panels include:

- Getting Started on Social Media, Best Practices,
- Case Studies on Successful Advocacy Campaigns
- Social Media's Longer Term Impact on Communications and Policy.

**Park for \$5 in the garage on Lafayette Street
(corner of Broad St.),**

**Yellow Lot 10 – Ford Lincoln Mercury
VIP Garage**

**Enter The Rock via the Verizon atrium
on corner of Lafayette and Mulberry**



NJLM
EDUCATIONAL FOUNDATION, INC

Presents a
Statewide Conference

**Social Media
for
Public Officials**

CONFERENCE PROGRAM

NJLM Education Foundation, Inc.

Presents a Statewide Conference

Social Media for Public Officials

REGISTRATION FEE: \$35

March 30, 2010

8:30 a.m. – 1:00 p.m.

**Prudential Center – “The Rock”
165 Mulberry St., Newark, NJ**

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(corner of Broad St.),**

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8:30 a.m.

Registration & Informal Continental Breakfast

9:15 a.m.

Introduction & Opening Session

Keynote Speaker:

Mayor Cory Booker, City of Newark

10:15 a.m. – 11:15 a.m.

SESSION A: Introduction to Social Media – Getting Started

*Chris Rosica, President & CEO,
Rosica Communications*

SESSION B: Best Practices for Experienced Users

*Robert Sommer – President,
Rock Entertainment Management*

*Desiree Peterkin-Bell –
Communications Director,
City of Newark*

11:30 a.m. – 12:30 p.m.

SESSION C: Effective Advocacy Campaigns & the Future of Social Media

*Michael Duhaime —
Chief Strategist, Chris Christie for
Governor & Managing
Director, Mercury Public Affairs*

*Andrew Rasiej — Founder & Publisher,
Personal Democracy Forum
and Co-Founder,
techPresident*

12:30 p.m. – 1:00 p.m.

Coffee & Networking Break.

*Attendees are encouraged to
make their own lunch arrangements at
the many excellent nearby restaurants.*