



EFFECTIVE ADVERTISING & OUTREACH IN A CHANGING WORLD

Tuesday, June 9, 2015 1:45 – 2:45 pm



Helpful Resources

Managing Social Media:

Allows you to track different social media users, hashtags, and keywords (including your own), and allows you to schedule posts in advance.

Tweetdeck: tweetdeck.com

Hootsuite: hootsuite.com

Ideas, Best Practices, Templates:

Great resources for inspiration and education on social media, communicating with voters, and more. You'll find tech tutorials, social media calendar templates, social media suggestions, field guides for communicating with voters, and more.

Hubspot: blog.hubspot.com/marketing

Center for Civic Design: civicdesign.org

Electricity Blog, Center for Technology and Civic Life: techandcivicle.com/electricity

Image Design, Video Production:

Create images quickly and easily for social media profiles and posting.

Canva: canva.com

Use your phone to produce and edit short videos and share them directly to YouTube and Facebook.

iMovie

Media Outreach:

News conduit between local media and public information officers within a 10-county area: Hernando, Pasco, Polk, Pinellas, Hillsborough, Manatee, De Soto, Highlands, Hardee and Sarasota. Actively used by law enforcement, so media pay attention to the news releases posted here.

Media-Alert: media-alert.com

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