

Solid Waste Management Coordinating Board

Rethinking Social Media: Using Online Tools to Enhance Communications



Tuesday, August 3, 2010
8:30 a.m. to 12:00 p.m.

Minnetonka Community Center
14600 Minnetonka Boulevard
Minnetonka, MN 55345

Speaker

8:30 – 9:00 a.m.	Registration and Networking (Light breakfast will be available)	
9:00 – 9:10 a.m.	Welcome	Angie Timmons
9:10 – 9:30 a.m.	Overview of Social Marketing <ul style="list-style-type: none">a. What is social media and why should you care?b. From interruption to engagementc. Where to startd. Social media tools	Risdall Advertising
9:30 – 10:30 a.m.	Local Case Studies – What Has Worked and How Programs Were Implemented? <ul style="list-style-type: none">a. Rethink Recyclingb. Hennepin County Choose to Reusec. City of Saint Pauld. Dakota Valley Recyclinge. Portland, Oregon Government Case Study – Park & Recreation and Solid Wastef. Questions and Answers	Colleen Hillesheim Kris Pierskalla (Invited) Kris Hageman Leigh Behrens Risdall All
10:30 – 10:40 a.m.	Break	
10:40 – 11:00 a.m.	Monitoring and Building a Listening Dashboard <ul style="list-style-type: none">a. Building a listening dashboardb. How to set up an RSS readerc. What sites to "listen" to	Risdall Advertising
11:00 – 11:40 a.m.	In-depth Twitter Discussion <ul style="list-style-type: none">a. Social media strategyb. Who do you follow and why? Finding your audiencec. Twitter best practices and social media policiesd. Does the number of followers you have matter? Measuring the success of your programe. How to tie Twitter, Facebook, and your blog togetherf. Creating content for your social media sites	Risdall Advertising
11:40 – 12:00 p.m.	Rethink Recycling New Toolkit: Household Hazardous Waste <ul style="list-style-type: none">a. Toolkit Componentsb. Social Media Tools	Kaia Johnson Kemper