

SOCIAL MEDIA & THE WATER UTILITY

Workshop Agenda



Agenda

Registration and Meet and Greet (9:30-10 a.m.)

Welcome (10-10:10 a.m.)

Chuck Clarke, Chair, Water Supply Forum

Marla Carter, Chair, Partnership for Water Conservation

Social Media 101 (10:10-11:30 a.m.)

Matt Smedley, Frause – Introduction to Social Media

Sarah Bott, Portland Water Bureau – Water Bureau Experience

Lunch (11:30-12:30 p.m.)

Laurie Van Leuven, FEMA Fellow – Using Social Media in a Crisis

Break-out Sessions (12:30-2 p.m.)

Session A: Issues and Management of Social Media Programs

Bruce Blood, City of Seattle, Web Manager

Sonja Hall, Tacoma Public Utilities, Communications and Marketing

Session B Using Social Media for Water Conservation Messaging

Kirk Stinchcombe, Econnics, Eco-Efficiency Experts

Diana Smith, Tacoma Water, Conservation Specialist