



## REGISTRATION NOW AVAILABLE!

### *How to Begin Social Media for Your Jurisdiction*

*ICC PP Course #: 16660 – 0.6 CEUs*

In addition to ensuring public safety through plan checking, inspections, and code enforcement, public outreach is an equally important task for any building department. In this course, attendees will learn how to leverage social media platforms to establish a digital public outreach strategy, gain community support, and get real-time feedback on the jurisdiction services. Along with gaining a better understanding of online communities, attendees will learn about building their own strategies, establishing an online voice, creating online content, defining target audiences, identifying important trends, and monitoring online posts and responses. Attendees will also explore common social media myths and mistakes to managing social media or platforms to achieve your department's goals, whether it is creating public trust or spotlighting awareness of your department.

#### DATE & TIME:

Tuesday, August 28, 2018  
8:30am – 3:30pm

#### LOCATION:

Glendale Police Department  
Small Police Community Room  
131 North Isabel Street  
Glendale, CA 91206

#### COST:

\$195/Member  
\$250/Non-CALBO member

#### INSTRUCTOR:

Jesse De Anda  
City of Beverly Hills

#### PARKING: Free

Course attendees will accrue 6.0 hours (0.6 CEUs).

Course certificates are provided to those who stay for the entire course, no exceptions.

Lunch and morning coffee are provided to all attendees.

**How to Begin Social Media for Your Jurisdiction**  
**Tuesday, August 28, 2018 – Glendale, California**

**Submit Form and Payment: [info@calbo.org](mailto:info@calbo.org) or 1022 G Street, Sacramento, CA 95814**

**Registration Deadline: Friday, August 17, 2018**

Name: \_\_\_\_\_ Jurisdiction/Firm: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_ Member(\$195) \_\_\_\_\_ Non-mbr(\$250) \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Payment:     Invoice     Check     Credit Card (please complete the fields below)

Credit Card: \_\_\_\_\_ (ONLY Visa and Master Card Accepted)

Name on Card: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Billing Address (if different from above): \_\_\_\_\_

Written notification of cancellation must be received by Friday, August 17, 2018 for a 75% refund. Cancellations after this date are non-refundable. No shows are still responsible for paying full registration fee. Registration may be transferred to another individual. Please note that CALBO reserves the right to refuse admission to any event, for any reason, at the organizations sole discretion. Your confirmed registration indicates your acceptance of this policy. If you have any questions, please email [info@calbo.org](mailto:info@calbo.org) or call (916) 457-1103.