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RECENT NEWS

Managing Social Media: A Training Class for Government

Class Dates: November 9, 2010 & January 12, 2011

Location: CTG (187 Wolf Rd), Albany, NY

CTG has created a training class designed to introduce government professionals to the challenges associated with adopting social media tools in government. Participants will learn about the differences between the three types of social media use in the government workspace and the key components in developing a strategy for social media adoption in their agencies. They will also learn how to design a social media initiative and be introduced to the essential elements that need to be considered for successful social media adoption.

Topics will include access, account management and maintenance, management of agency- and citizen-generated content, management of citizen engagement, and others. Some familiarity with Web 2.0 and social networking technologies is recommended.

For more information and to register

>><http://www.ctg.albany.edu/projects/socialmedia?proj=socialmedia&sub=event>