

NEVADA NEW MEDIA SUMMIT
PROPOSAL

Optimize your social media input and output

A workshop at the intermediate level

Abstract

Get the most into and out of your social media networks to maximize your situational awareness, community interaction and online storytelling by using the effective tools and technologies for efficient flow of information.

Conference Topics

This proposal falls into the areas of accessibility, social media, community building, story telling and on-the-spot reporting.

Audience

This workshop is geared toward novice to intermediate computer users or those who want to explore effective or alternative ways to efficiently manage information input and output with respect to multiple sites, formats, networks and audiences.

Format

Two person co-presentation – a "how-to" demonstration – with one handling input, the other handling output.

Input

Bob will discuss desktop and mobile tools, techniques and his experiences with managing the high volume of information and digesting, interacting, referencing and archiving it.

Output

Mike will discuss tools, techniques and his experience creating and distributing content from the desk and field for better and more complete storytelling, information distribution and community interaction from the desk and from the field.

Workshop Objectives

- Demonstrate at least six viable ways people can better manage social media input and output
- Provide handouts with specific instructions and website locations

Outcomes

Participants will walk away with specific tools to better disseminate their own content in addition to better managing content from Web sites, Twitter, Facebook, etc.

Presenters

Mike Henderson
Content Developer
Twelve Horses
(775) 762-4058
mike@iamindisposed.com

Bob Conrad, MA, APR
Communications Officer
Nevada Dept. of Conservation and Natural Resources
(775) 684-2712
bconrad@dcnr.nv.gov