

From: i360Gov Knowledge Center <info@i360gov.com>
To: Kester, Tonykester@aging.sc.gov
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Subject: Surviving Social Media: A Start to Finish Guide for Public Sector Organizations

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The Government Social Media Survival Guide

For public sector organizations, interacting with the community is an absolute necessity. Social media not only makes it easy to communicate instantly — it can also establish your agency as a go-to resource for news, alerts, and emergency instructions.

The Government Social Media Survival Guide from Smarsh walks you through the essential steps to create an approachable, engaging relationship with your community through social media.

Chapters Include:

- Content strategy & creation
- Hecklers & trolls
- Management & automation
- Best practices
- Public record management

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UPCOMING WEBINAR

Text Messaging, BYOD and Public Records

October 5, 2016 @ 10AM Pacific - 1PM Eastern

Chances are, employees are using both work and personal devices to send work-related communications, which means they are creating public records. The problem is, it's nearly impossible to capture these records effectively. So how do you set your office up to easily produce these records and respond when a record request happens?

Register to learn:

1. How BYOD can still work in government offices

2. Best practices for archiving text messages for record management
3. Real-world examples and case studies
4. What to look for in an archiving vendor

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97204

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advantage@smarsh.com