



# 2015 Professional Development Course II

## Engaging Townships with Relevant Social Media

The **TOI Education Program** is pleased to announce the second Professional Development Course of 2015 for township officials and staff. The program is **Friday, April 17, 2015 at the TOI Office in Springfield**. Registration deadline is Friday, April 10 and is limited to 25 attendees. Cost is \$75 and includes lunch. The seminar is scheduled from 10am – 3pm to accommodate travel time. Six hours of education credit will be given for workshop completion.

This session is presented by Kaleigh Moore, co-founder of Lumen, a creative service company offering social media consulting/management, copywriting and design services. Some townships have an established social media presence, and some are just curious about how they can use social media as a beneficial resource. But how do you know what works...and where to begin? This session answers those questions and discusses current trends in social media that will help you better understand how to leverage free marketing opportunities. We'll also cover questions like: How can your township leverage storytelling opportunities with volunteers through relevant social media outlets, content, and strategy? How can you use social media to reach specific, targeted audiences that open doors for volunteer opportunities? This will be an opportunity to ask questions, troubleshoot, and share ideas on what works and what doesn't. This session is best suited for novice-advanced social media users.

**Deadline to register is Friday, April 10, 2015**

Name: \_\_\_\_\_

Township Position: \_\_\_\_\_

County/Township: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

Phone/E-Mail: \_\_\_\_\_

Payment method: Check or Credit Card (Visa / MasterCard only)

Card Number: \_\_\_\_\_ Exp: \_\_\_\_\_

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

**Fax to the TOI office at 217.744.7419 or Mail to TOI, 3217 Northfield Dr., Springfield, IL 62702**