



Communications Workgroup Biannual Meeting

January 11, 2017

Smithsonian Environmental Research Center - Schmidt Center

647 Contees Wharf Rd.

Edgewater, MD

Tuesday

4:30 – 6:30

Happy Hour

Get to know your fellow Communications Workgroup members at a Happy Hour the night before the retreat! We'll be at Blackwall Hitch (400 6th St., Annapolis, Md. 21403). [Let us know](#) if you can make it.

Wednesday Agenda

9:00 – 9:30

Welcome, coffee and snacks

9:30 – 12:40

Social Skills of Social Media

Is your social media generating more zzzzzs than buzz? Or worse, are you still relying on press releases and reports to get the word out? Either way, let's fix it! Water Words that Work spent 2016 studying how leading clean water agencies use social media differently from the rest, and they have packaged their findings into a training that will help you reach more people and be more persuasive than ever. They will demystify what makes Facebook, Twitter, LinkedIn and other sites "social" -- and reveal best practices for joining the conversation and avoiding common pitfalls.

This is a Water Words course -- and that means active participation! Bring your laptop or tablet and a willingness to try new things.

12:40 – 1:10

Lunch

If you would like to order a lunch from Panera, please fill out [the survey](#).

1:10 – 1:35

Midpoint Assessment

Rich Batiuk will give an introduction to the Midpoint Assessment—what it is, the importance of communicating it and how the workgroup as a whole and members individually can be a part of the communications effort.

1:35 – 1:55

Local Government Engagement Initiative

Mary Gattis will give an overview of LGAC's local government engagement initiative and update the workgroup on progress.

1:55 – 2:05

Break

2:05 – 3:05

Group messaging activity

3:05 – 3:15

Leadership vote

3:15 – 3:30

Wrap up

Next workgroup call: February 2nd