



## Memorandum

**To:** Todd Muck, Deputy Executive Director  
**From:** Theresa Wright, Community Outreach Coordinator  
**Date:** April 16, 2019  
**Subject:** 2019 CAPIO CONFERENCE

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I attended the California Association of Public Information Officials (CAPIO) annual conference at the Hyatt Regency Newport Beach, CA., on April 8-11, 2019.

Here are the summaries of the sessions I attended:

**Navigating Storytelling, Humor and Speechwriting as a Government Communicator**

Eric Schnure, consultant and author, "The Political Speechwriter's Companion" provide real world examples about how good communication impacts communities and stakeholders.

**The New Normal: Customer Service Through Social Media**

As more and more government business moves online, people are turning to social media as the most effective way to get their questions answered or make suggestions. This session focused on the importance of expediting responses, tips for dealing with negative public feedback (and how to turn that into a positive interaction) and walk away with a system for tracking inquiries on social media and their successful resolution.

**For the Love of Cities and Communities**

This session by Peter Kageyama, author of "For the Love of Cities" talked about how to create more engaged citizens without using major resources. His presentation highlighted what the role of technology is in the process and how it builds social capital. His examples from the "Most Loveable" cities demonstrated the economic benefits to emotional engagement and how to engage citizens as development resources.

**Using Nextdoor to Communicate with Residents**

The best session of the conference! While this session showcased how to use Nextdoor to improve community relations, increase trust and provide meaningful opportunities for neighbors to build community and collaborate with public agencies, the real benefit was the opportunity to talk one-on-one with the presenter, Parisa Safazaden. Ms. Safazaden is the new public agencies representative for Nextdoor. I was able to talk to her and explain our frustrations and the challenges we are having to get Nextdoor to approve our request for business "service" account, similar to what other jurisdictions and SCRTC have, as opposed to the Maple Park "neighborhood" account that they have limited us to. Ms. Safzaden has agreed to work with us on this issue.

**Instagram Stories for Government Agencies**

Instagram is one of the most popular platforms with millennials and Gen-Zs. This workshop showed how to take advantage of the platform and incorporate it into an agency's social media strategy. Some of the items covered included:

- Ideas of where Instagram stories can come into play including event coverage, FAQ's and how-tos
- Information on platforms that help schedule Instagram content and programs
- Time needed to produce Instagram story and how often to post
- How to create an Instagram story

- How to archive an Instagram story and how to utilize hashtags to take part in social conversation with audience.

#### **Using Videos and analytics to Revamp Up your Social Media**

The presenters of this workshop showed how videos and social media go together today. The presentation included examples of their work and provided ideas that could be used to increase an agency's audience engagement and messaging. Included in the workshop was information on affordable equipment to create videos and how to use built-in analytics tools that will give you the results you need for great engagement.

#### **The Good, the Bad & the Ugly: Lessons Learned Rebranding a County Department**

Presenters shared their biggest challenges, solutions and some lessons learned on their major rebranding projects. The presentation included information on how to get started on the right foot with a "re-branding," how to get key stake holders onboard and get buy-in on a new name, logo and slogan by clients/users, other agencies/partners, staff and the public. It also provided a branding "Dos and Don'ts list, timeline strategies and practical tips on things that can put an agency on the right track toward success.

#### **Facebook for Local Government Pages and Law Enforcement: Tools, Tips, and Best Practices**

Javier Hernandez, U.S. Politics and Government Outreach Associate, for Facebook shared his insights on how agencies can use Facebook for their government pages and how to reach community members with our public outreach efforts and messaging.

#### **The Magical Unicorn of Your Communications Tool Box: Strategic Plans**

This session focused on how to develop a measurable communication plan. The key take-aways were the following:

- How to create a department-wide 3-5year Communications Plan
- How to create a Communications Plan for projects, programs and initiatives
- Review of the planning process from research to measurement and everything in between
- How to get buy-in from your agency
- How to work with a consultant on a plan or tackle a plan in-house

#### **Laugh, Lean and Live: Creating Memes, Infographics & Animated GIFs**

This workshop showed how the Great ShakeOut Earthquake Drills which began in 2008 grew to 62.7 million people in 10 years and turned into an inspiring, thoughtful, and action-based earthquake safety movement with a small staff and limited resources. The presentation demonstrated how this campaign's strategies and techniques could be adapted by other agencies for their own campaigns. The workshop included various activities on how to create memes, infographics and animated gifs.

#### **Lost in Translation? Steps to Launch a Bi-Lingual Communications Program**

The instructor led the session which included several exercises that addressed the importance of engaging non-English speakers. She also offered a five-step plan to take the initiative to address deficiencies within your own agency. These included items such as defining which languages to consider, budget requests, knowledge of what tools are available such as culturally appropriate outreach, video with subtitles, apps and phone call interpretation.