

The Education & Training committee of Montana Electric Cooperatives' Association is sponsoring a one-day Social Media Workshop on February 16, 2017, at the Statewide Office in Great Falls, MT. The workshop will be presented by Molly McPherson. Molly McPherson brings over 25 years of communications experience helping clients find the right strategy for 21st-century communications, combining the best practices of today with the traditional methods of the past. She is a frequent featured speaker and trainer for several national agencies and associations including FEMA, Homeland Security, and the National Rural Electric Cooperative Association.

Here's a general overview of the one-day workshop :

- Overview of the top social media networks (as of Feb 2017)
- Basic social cues, etiquette, formatting
- Social media dashboards
- Online reputational management
- **Social media exercises**
- Social media best practices for co-ops
- Generational use and expectations in an online work environment
- Top communication skills for 21st century workplace.
- Overview of social media section of Crisis Communication toolkit on Coopertative.com
- Co-ops in an online crisis. How to handle and prevent an online hijack or attack.
 - o Critics vs. haters. Who should you listen to?

To register, submit the online registration form to Beckie Frediani at the statewide office. If you have any questions, please contact me at beckie@mtco-ops.com or 406-761-8333.

Registration Fees for Course

No charge to those co-ops participating the Prepaid Education & Training Program

\$500 per participant for co-ops not enrolled in the Prepaid Education & Training Program.