

SOCIAL MEDIA for BRANDING and CRISIS COMMUNICATION

Bringing together some of New England's leading communications professionals, Dartmouth-Hitchcock, NESHCo, NHHA, and Yankee Chapter PRSA are hosting a half-day workshop that will help small businesses and non-profits, as well as institutions and organizations of all sizes, to build their brand using social media and teach them how to deal with a crisis in a socially connected world.

Hosted by Dartmouth-Hitchcock Medical Center in Lebanon, N.H. on Wednesday, July 27, the workshop will share communications strategies and techniques to build a social media presence and respond to a crisis in a social media world.

Workshop Pricing (includes luncheon):

NESHCo, NHHA and Yankee Chapter PRSA Members: \$69

D-H Staff & Students: \$49 | Non-Members: \$79

A portion of the proceeds will be donated to programs at Dartmouth-Hitchcock. Space is limited.

Luncheon

12:30 p.m. to 1:15 p.m.

Session 1 (90 minutes)

Building Your Organization's Social Media Presence – 1:15 p.m. to 2:45 p.m.

In this interactive session, Dan Dunlop, President & CEO at Jennings, will provide an overview of how organizations can build a social media presence, then walk participants through case studies where they can share ideas, lessons learned and ask questions based on their own social media plans.

Break

2:45 p.m. to 3:00 p.m.

Session 2 (90 minutes)

Crisis Communications in the Age of Social Media – 3:00 p.m. to 4:30 p.m.

A crisis can happen anywhere at any time; no organization is exempt. In today's 24/7 hyper-connected world, social media is often the first source of news and information. Dawn Fernald experienced this first-hand as director of Marketing and Public Relations at Wentworth-Douglass Hospital in Portsmouth. She will share how organizations can manage crisis communications and social media. She will also participate in a panel session featuring Matthew Chagnon, senior social media strategist, Eversource Energy, Robin Schell, APR, Fellow PRSA, Senior Counsel and Partner, Jackson Jackson & Wagner, and David Binkowski, President & CEO at Large Media, discussing specific strategies for managing crisis communications and social media moderated by Danielle Thompson, Social Media Specialist, Dartmouth-Hitchcock.