

Social Media and Municipalities – Should We Swipe Left or Right?

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Social media is a double edged sword. Having an active social media presence with relevant content can increase awareness and participation, but individual comments or personal assertions by representatives and employees can impact the municipality as a whole. Join Julie Proscia during this session at the Illinois Municipal League Annual Conference as they explore how municipalities can utilize social media outlets while still legally controlling messaging and branding.

PROFESSIONALS

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