



# Public Information Committee Report

## *Fall Trustees Meeting*

September 20, 2017

### • **2017 Social Media Virtual Forums**

This year we tried moving to an online platform in hopes that this would encourage participation from a wider area of the section. Our theme for the three 2017 webinars is social media. The first webinar was scheduled in July on the general topic of orienting folks to the social media world. We charged \$10 to attend and no one registered for the webinar.

The second webinar was scheduled in September on the topic of promoting the Value of Water on social media. We offered the webinar at no charge to encourage participation and we had twelve utility participants from Oregon and Washington. Some utilities had more than one person sitting in on the webinar. We had a lively, interactive conversation. This topic was offered ahead of the Value of Water Campaign, “Imagine a Day Without Water” event scheduled for October 12, which includes social media promotion. One idea that came from the webinar participants was to share utility social media policies with each other as a follow-up to the webinar. Participants reported the event was interesting and useful.

The last PI Committee webinar for the year is scheduled for November 9, 2017. The topic is the FEMA Social Media in Emergency Management course, ahead of the winter storm season. We plan to offer the webinar at no cost. Registration for this webinar will open in early October.

### • **Public Information Activities in 2018**

**Webinars:** We were encouraged by the wider geographic participation of the September webinar and hope to continue that success in 2018. Some members have even asked for a webinar PI business meeting so we will experiment with inviting wider participation from our membership to help organize events and activities.

**Excellence in Communication Awards:** We plan to offer an early-bird submittal price for entries in mid-December. Then we will accept entries at the regular submittal price right after the holidays, in January 2018. This will accelerate the award production timeline since the conference takes place earlier than usual in 2018.

**Tacoma 2018:** The Public Information Committee plans to offer a technical track on the topic of EPA compliant incident communications. We also plan to offer a technical session to showcase the Excellence in Communications awards in addition to the award presentations.