



# Become an Effective Communications Director

## **Welcome and Introduction**

5:30 p.m. – Ben Woodward, Leadership Institute

## **Lecture – The 2020 Social Media and Email Playbook**

5:40 p.m.

- Optimize your boss' digital footprint on social media.
- Understand the foundations of great email content people will enjoy reading.
- Other opportunities to help your boss be digitally savvy and reach their constituents in new ways.

## **Break**

6:40 p.m.

- A 15-minute interval to refresh.

## **Lecture – Build Media Relationships and Compose Pieces Journalists Publish**

6:50 p.m.

- Build and maintain strong relationships with journalists.
- Prepare your boss for interviews and know when to turn them down.
- Understand the dynamics between political offices and journalists.
- Write professional op-eds, press releases, and media advisories.

## **Break**

7:50 p.m.

- A 15-minute interval to refresh.

## **Lecture – Constituent Outreach and Editing**

8:00 p.m.

- Draft materials for constituents: social media ads, townhall scripts, mailers, and more.
- Understand the Franking guidelines.
- Edit your staff's work and recognize common mistakes.

## **Conclusion**

9:00 p.m. – Ben Woodward, Leadership Institute

- 5-minute closing remarks.