



Communications and the New Media

League of California Cities New Mayors and Council Members Academy

With so many advancements in social media over the last several years, it can be hard to keep up with the do's and don'ts of every platform. There is a wide variety of almost immediate online informational sources, and elected officials need to be quick on their feet with the necessary skills to proactively manage public perceptions about local governmental affairs. Discover what cities should be doing to communicate with their constituents in the 21st Century, and the new forms of media that must be embraced.

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