


# How Social Should Special Districts Be?

Using real-life stories, statistics, and experience, we'll explore some of the potential, and the potential pitfalls, of using social media as a special district. If you're bewildered by social media options and their potential impact on your district (or if you're already challenged with trying to keep up your agency's social media content), this talk is for you. And if you're successfully using social media, bring your stories! We'll go over the most prevalent options, strengths/weaknesses, and considerations for each, and potential pitfalls to watch for. We'll also look at agencies who have to co-exist with community-generated social media "district" pages that aren't in the control of the district, and give examples of social media being done well, and done poorly.

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