California Municipal Treasurers Association

Thursday, April 21 3:30pm
Omni San Diego

Changing the Way We Communicate – Social Media and Finance
It’s No Longer Business as Usual
New Forms of Outreach for the 21st Century Audience

► CSAC’s Blog – “The County Voice”
► The CSAC Bulletin
► Facebook
► Twitter
► LinkedIn
CSAC’s Blog – “The County Voice”

Postings Cover a Variety of Issues – From State Budget and Legislation to Member Services and Elections

CSAC Legislative & Communications Staff Have Ability and Freedom to Post

Invite “Op-Ed” pieces from county officials

Readership is Climbing Each Day

Blog is Being Utilized by the Media as a Source

Honored by Sacramento Public Relations Association and CA Association of Public Information Officers
The CSAC Bulletin

Top Stories
Welcome to The CSAC Bulletin!
The California State Association of Counties is pleased to present our newest communication tool.

Vesting of Restructuring Proposals Continues
The CSAC 2010 Restructuring Working Group continues to examine the restructuring proposals submitted by the Senate Democrats.

Bill Allows County Boards of Supervisors to Meet Outside County Seat
County Boards of Supervisors will now be able to hold regular meetings at locations within their jurisdictions, but outside of the county seat.

CSAC News

Around Our Counties
Finance Cops doves 2010 TBDs... Challenge Awards... Severe Safety Commission appointment available...

California Needs Its Fair Share
Help position California to receive broadband funds from the federal government.
The CSAC Bulletin

Launched July 9, 2010

Merged Two of CSAC’s Major Electronic Publications: The Legislative Bulletin & Around Our Counties

Will be Produced Weekly Throughout the Year; Other Publications were Produced Around 22-25 Times a Year

Provides Our Members With More Current News

Electronically Distributed; Linked to Our Web Site

Honored by Sacramento Public Relations Association and CA Association of Public Information Officers
Utilizing Facebook
Utilizing Facebook

Effective Way to Communicate With Members

- Increasing number of county officials using Facebook as part of their campaign and communication toolkit.

Promote Upcoming CSAC Events, CSAC Institute Courses

- Drives readers to our Web Page for further information

Provide Links to News Articles/Reports of Interest to Our Members
Utilizing Twitter

CSAC_Counties

Another week full of county budget cuts. The hits just keep on coming. In case you missed it, get caught up here. http://tinyurl.com/23npwpu

Counties must be involved in talks on restructuring State/Local relationship. CSAC opposing Senate proposal. http://tinyurl.com/2zydg

State cuts checks for Williamson Act subventions. Some checks are for pennies. http://tinyurl.com/2sw6b


CA Counties converse working group to explore potential program realignment. http://tinyurl.com/25popt

Grim battle, grapple, plague... Layoffs, furloughs, cuts, etc... Straight from county budget news headlines. http://tinyurl.com/3qpe37m

If you ever wonder if your vote can make a difference:

CSAC

CALIFORNIA COUNTIES
Utilizing Twitter

Tweet On An “As-Needed Basis.”

Specifically Useful During State Budget Events When It Is Important for CSAC’s Voice to be Heard.

- Rapid response to misinformation
- Ability to insert county view into leadership negotiations
- Rated “top source” of budget information

Our Tweets are Regularly Read by CSAC Members, Legislative Members & the Media

- Media often follows up tweet with phone call for interview
LinkedIn

Business-oriented professional networking
Over 100 million users
Maintain “connections”
So, how does Social Networking Relate to Finance?

► Susan Munson
  - Co-Founder and CEO, Fixed Income Live

► Craig Watanabe
  - Chief Operating Officer, Penniall & Associates, Inc.