

Minnesota Association of



# Government COMMUNICATORS

---

**MAGC invites you to join us for a professional development workshop and networking with colleagues.**

## *“Incorporating Social Media into Government Web sites”*

**Friday, February 27, 2009**

**11 a.m. – 1:15 p.m.**

**Minnetonka Community Center**

**14600 Minnetonka Boulevard, Minnetonka**

John Wooden of Fredrickson Communications, Inc., will discuss how social media is currently being used on government Web sites, from the local to the state and federal levels. You’ll learn more about the benefits and risks of using social media on government Web sites, and how to address many of the commonly voiced concerns about stepping into the social media arena. Then, find out how to get started using social media!

Prior to the workshop, MAGC members will be asked to complete an electronic survey regarding social media. The results of the survey will be due by February 20 and will be presented to workshop attendees on February 27. Watch for an email with the survey link!

### *About the speaker*

Over the last 10 years, John Wooden has worked on a diverse range of web projects for Fortune 500 companies and for local, county and state governments. He has led site development projects, developed the information architecture for internet and intranet sites, and conducted hundreds of usability tests, as well as developing usability guidelines and interface design standards for web applications and Web sites. He has a bachelor of arts degree from the University of Toronto, a master of arts degree from Queen’s University at Kingston, and a Ph.D. from the University of Western Ontario.

### *About Fredrickson Communications*

Since 1985, Fredrickson Communications has been developing training and information products, performing usability tests, and developing websites and software. These services benefit clients by helping employees perform better and providing an improved experience for online audiences. Services fall into the main categories of custom e-learning and training, technical writing and communication, usability and usable design, and Web site and application development.

### **And, the Winner Is ...**

At the conclusion of the workshop, MAGC will present information about the 2009 Northern Lights contest.

## Workshop Agenda

11 a.m. Registration  
11 – 11:30 a.m. Lunch & Networking  
11:30 a.m. – 1 p.m. Program  
1 – 1:15 p.m. Preview of Northern Lights Contest  
1:15 p.m. Adjourn

## Cost

Free for MAGC members; \$10 for non-members. Renew or purchase a membership now (\$60) and your workshop attendance is free. As a MAGC member, you will receive reduced entry fees for MAGC events including workshops, Northern Lights Contest and the annual fall conference.

## Lunch

A box lunch from Great Harvest Bread Company and beverages will be provided.

## Registration Deadline is Wednesday, February 18, 2009

### Workshop Registration

To register, email Sara Swenson ([sswenson@dakotacda.state.mn.us](mailto:sswenson@dakotacda.state.mn.us)) or call her at (651) 675-4434 and provide the following information:

Name: \_\_\_\_\_

Agency: \_\_\_\_\_

Email Address: \_\_\_\_\_

# of MAGC Members attending: \_\_\_\_\_ (FREE)

# of Non-Members attending: \_\_\_\_\_ x \$10 per person

Joining MAGC?: \_\_\_\_\_ x \$60 per person

Payment Method (pay at the door or PO#): \_\_\_\_\_

Please indicate your sandwich choice below (all sandwiches will be served on fresh-baked white bread):

Ham and swiss with mayo, lettuce and tomato

Turkey with provolone with mayo, lettuce and tomato

Chicken curry salad with lettuce and tomato

Tuna salad with lettuce and tomato

Veggie sandwich with hummus

**Cancellations for the workshop after February 18, 2009, and no shows will be billed.**

MAGC State Vendor #060958006-00