



Kerry Rego Consulting Named County of Sonoma Social Media Staff Trainer

SANTA ROSA, CA — 5/16/2012 – Kerry Rego Consulting, has been chosen by the County of Sonoma to provide training to county department staff. The County of Sonoma Board of Supervisors approved the County's Social Media Policy on June 15, 2010 and personnel are required to undergo social media training prior to the implementation of a social media program.

We are proud to be named a staff trainer for the County of Sonoma. We have been providing service to the County for several years in a variety of projects for the Economic Development Board, Film Office, Green Business Program, Web Services, and as a subcontractor to First 5. We will be providing training over an 18 month period and providing the following services:

Phase 1: Pre-classes.

Review of current County social media channels for adherence to County Social Media Policy. Map out timeline of in person classes and design flow of information to follow a natural cycle of participant understanding. Information in classes to be covered (but is not limited to):

- a. Definition of social media
- b. Review County Social Media Policy
- c. Review department guidelines
- d. Main categories of social media usage
- e. Inform on current technology trends in general use with appropriate industry statistics and user behavior trends
- f. Instruct on how to complete an Assessment of Need within an organization for social media
- g. Establish desired outcome of use for individual departments and set social media goals for successful engagement
- h. Inform on user behavior, online culture variations in digital communities, best practices, psychographics, and quirks of individual systems
- i. Demonstrate critical thinking necessary to evaluate tools by ownership, vendor relationship and affiliate positioning, ease of use, user experience, trendiness vs. valuable, community engagement, and stability for long term use
- j. How to manage a social media campaign including tools for management, compliance with records retention, creating documentation for department cross training, rules for local governments, and management of public comments
- k. How to measure success of a social media campaign including varying ways to view success that go beyond easy to gauge numbers, collection of metrics, and determining which metrics are appropriate desired performance
- l. Compare social media practices of public sector vs. private sector business
- m. Address changes from beginning of course schedule to end and provide overview of what has occurred in tech marketplace over the lifecycle

Design support materials and documentation that align with classes. Assist in preparation of online courses to be offered by County of Sonoma, if requested.

Phase 2: Classes. Consultant will deliver instructor led courses of one 3-4 hour length course per quarter. Estimated time for completion is March 2014.

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