

FREE 2010-11 membership if you register by March 23!

ARE **YOU** CONNECTED?
TO TWEET OR NOT TO TWEET? THAT IS THE QUESTION.

Twitter
My Space Ning
Facebook

Iowa School Public Relations Association presents:

2010 ISPRA Conference & Annual Meeting

Thursday, April 29, 2010

West Des Moines Learning Resource Center
3550 Mills Civic Parkway • West Des Moines, Iowa

Agenda – April 29, 2010



8:30 a.m.
Registration

9:00 a.m. – 12:00 p.m.

How School Districts Can Use Social Media Effectively

Dana VanDen Heuvel, The MarketingSavant™ Group – Green Bay, Wisconsin

With limited budgets, social media offers a cost-effective and very popular way to generate interest, communicate messages from the district and connect with supporters. This session will discuss how tweeting, blogging, and other social media can be a part of your overall district communication plan. Dana will take participants from a basic understanding to a logical jumping off point so you can return home with practical ideas that can be implemented immediately.

12:00 - 1:00 p.m.
Roundtable Lunch

1:15 - 2:30 p.m.

Twitter, Sexting, Facebook and You: Legal Issues with Social Media

Carol Greta, Attorney, Iowa Department of Education

The ethical ramifications of Tweeting & other social media can really make your head spin. In this session, learn how and when to respond to cyber misconduct. Policy considerations for students and staff will also be discussed. Just because it may be more difficult to gather evidence does not excuse school officials from taking some kind of action.

2:45 p.m.
Annual Meeting

Members will vote on bylaw changes and new leadership.

Registration Form

– Deadline: April 1, 2010 –

Conference Fee \$80
Membership Dues \$50
Waived if registering before March 23
TOTAL \$ _____

Name _____

Organization _____

Address _____

City/State/Zip _____

Email _____

Lunch is included in the conference fee.
Please indicate dietary or accessibility needs:

Mail registration form and payment
(payable to ISPRA) by April 1 to:

George Held
ISPRA Treasurer Pro Tem
4401 Sixth St. SW
Cedar Rapids, IA 52404
(319) 399-6714



www.ispra.org

Questions may be directed to Laura Mallicoat, ISPRA President
at (319) 447-3005 or lmallicoat@linnmar.k12.ia.us