

# Official SCHEDULE

Learn more about the session facilitators on our [Speakers page](#). If schedule changes are needed, we'll do our best to make updates here quickly. All times below are in Pacific Daylight Time (PDT), the local time in Reno, Nevada.

- **Workshops:** Available for a \$100 upgrade each during registration. In-person only.
- **All Access sessions:** Only available to All Access Ticket Holders. In-person only.
- **VIP ticket holders:** Can attend all workshops & All Access sessions

🖥️ **Virtual participant?** You'll get access to the event platform the week before the event. When the agenda is launched on the platform, it will show session times in your specific time zone.

## Monday, May 1, 2023 (pre-conference) Pacific time zone

**Registration Booth:** 9am-9pm PT

**Exhibit Hall:** Closed (setup only)

10:00 am

**Workshop Add-on \$100: Government Social Media 101**

10:00 am – 12:00 pm (120 min) PT

Zack Seipert, Nathan Mueller, April Leonard, Jessica Pichardo, Marie Tweedy & Ben Hayle

12:00 pm

12:30 pm

**Workshop Add-on \$100: Instagram 201: Beyond Chasing Trends and Posting Photos**

12:30 pm – 2:30 pm (120 min) PT

Eva Kirschbaum & Frances La Rue

2:30 pm

3:00 pm

**Workshop Add-on \$100: Creating Effective Social Media Reports Your Boss Loves & Understands**

3:00 pm – 5:00 pm (120 min) PT

Sabrina Merritt

5:00 pm

7:00 pm

**Welcome Reception at Lex Nightclub**

7:00 pm – 9:00 pm (120 min) PT

## Tuesday, May 2, 2023 Pacific time zone

**Registration Booth:** 7am-4:30pm

**Exhibit Hall:** 9am-4:15pm

EXHIBIT HALL: 8am-4:15pm

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|----------------------|--|---|--|
| 7:30 am<br>8:00 am   | <b>Continental breakfast &amp; networking</b><br>7:30 am – 9:00 am (90 min) PT   | <b>All Access WWYD: Getting Leadership to Subscribe to the Work You Do</b><br>8:00 am – 8:45 am (45 min) PT<br>Chris Hsiung       |  |
| 8:45 am<br>9:00 am   | <b>Opening Kickoff: Keynotes by NATO &amp; FEMA</b><br>9:00 am – 10:00 am (60 min) PT<br>Ariana Donley, Franky Saegerman & more  |   |  |
| 10:00 am<br>10:15 am | <b>Embracing Negative Engagement to Build Relationships</b><br>10:15 am – 11:00 am (45 min) PT<br>Breakout B: Jessie Brown & Danielle Rogers   | <b>Using Personality &amp; Humor as a Government Agency</b><br>10:15 am – 11:00 am (45 min) PT<br>Breakout C: Matt Turner         | <b>YouTube: Building Your Cult Following Through Complex Topics</b><br>10:15 am – 11:00 am (45 min) PT<br>Breakout A: Shauna Lawhome |
| 11:00 am<br>11:15 am | <b>Advancing Diversity, Equity, and Inclusion (DEI) in Government Social Media</b><br>11:15 am – 12:00 pm (45 min) PT<br>Breakout B: Kaitlin Keeler and Chris Hsiung and April Leonard | <b>Authentic Long-Form Video for Difficult Stories on Social</b><br>11:15 am – 12:00 pm (45 min) PT<br>Breakout C: Zachary Murphy | <b>Let's Be Neighbors! Finding Success on Nextdoor</b><br>11:15 am – 12:00 pm (45 min) PT<br>Breakout A: Jessica VanderKolk          |
| 12:00 pm<br>12:15 pm | <b>Lunch</b><br>12:15 pm – 1:15 pm (60 min) PT   |   |  |
| 1:15 pm              | <b>Association Member Meeting</b><br>1:15 pm – 1:45 pm (30 min) PT<br>Open to GSM association members only   |   |  |
| 1:45 pm<br>2:00 pm   | <b>Making Your Crews in the Field Part of Your Comms Team</b><br>2:00 pm – 2:45 pm (45 min) PT<br>Breakout B: Mike Allende   | <b>Mission Possible: Protecting Your Agency's Brand</b><br>2:00 pm – 2:45 pm (45 min) PT<br>Breakout C: Jennifer Casey            | <b>Who Owns Your LinkedIn Strategy – HR or Social Media?</b><br>2:00 pm – 2:45 pm (45 min) PT<br>Breakout A: Andy Kijinski           |
| 2:45 pm<br>3:00 pm   | <b>Keynotes: Meta &amp; Janis Burl</b><br>3:00 pm – 4:00 pm (60 min) PT<br>Ariana Donley, Carlin Daharsh (virtual), Janis Burl & Chris Babiak  |   |  |
| 4:00 pm<br>4:30 pm   | <b>Restaurant Romp</b><br>4:30 pm – 9:00 pm (270 min) PT<br>Optional networking activity   |   |  |

## Wednesday, May 3, 2023 Pacific time zone

Registration Booth: 7:15am – 4pm

Exhibit Hall: 8am-3pm

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|--------------------|---|---|
| 7:30 am<br>8:00 am | <b>Continental breakfast &amp; networking</b><br>7:30 am – 9:00 am (90 min) PT  | <b>All Access PowerTalk: Creating &amp; Editing Smartphone Video</b><br>8:00 am – 8:45 am (45 min) PT<br>Zach Whitney |
| 8:45 am<br>9:00 am | <b>General Session: Social Media Accessibility Panel &amp; More</b><br>9:00 am – 10:00 am (60 min) PT<br>Panel: Alexa Heinrich, Emily Lucht & Jay Wyant; Ariana Donley, Isaac Kikuchi & Kina De Cordoba |   |
| 10:00 am           |   |   |

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|----------------------|---|---|--|
| 10:15 am             | <b>What the Tweet? Navigating Twitter Changes for Government</b><br>10:15 am – 11:00 am (45 min) PT<br>Breakout B: Natasha Shahani, Angela Ramirez & Mike Allende | <b>60 Minutes: Managing the First Hour After a Crisis</b><br>10:15 am – 11:00 am (45 min) PT<br>Breakout C: Bronlea Mishler | <b>Is it Time to Slow Down &amp; Shrink Your Program?</b><br>10:15 am – 11:00 am (45 min) PT<br>Breakout A: Jameil Weldon  |
| 11:00 am<br>11:15 am | <b>Engaging a Diverse Community Through Social Media</b><br>11:15 am – 12:00 pm (45 min) PT<br>Breakout B: Cynthia Lemus  | <b>From Chaos to Calm: Strategies for Surviving Change</b><br>11:15 am – 12:00 pm (45 min) PT<br>Breakout C: Alex Bowman    | <b>We're on TikTok. Now What?</b><br>11:15 am – 12:00 pm (45 min) PT<br>Breakout A: Jordan Gilgenbach  |
| 12:00 pm<br>12:15 pm | <b>Lunch</b><br>12:15 pm – 1:15 pm (60 min) PT  |   |  |
| 1:15 pm<br>1:30 pm   | <b>Managing Social for Large Agencies, State &amp; Federal</b><br>1:30 pm – 2:15 pm (45 min) PT<br>Breakout B: Andrew Belanger and Andrew Palczewski              | <b>Copyright &amp; Fair Use on Social Media</b><br>1:30 pm – 2:15 pm (45 min) PT<br>Breakout C: Julie Tappendorf            | <b>Power of Local Influence: Leveraging the neighborhood with Nextdoor</b><br>1:30 pm – 2:15 pm (45 min) PT<br>Breakout A: Robbie Turner, Lee Weissmann & Mariaclara Zazzaro |
| 2:15 pm<br>3:00 pm   | <b>Golden Post Awards Ceremony 🏆</b><br>3:00 pm – 4:30 pm (90 min) PT   |   |  |
| 4:30 pm<br>5:30 pm   | <b>VIP Experience Networking Dinner Activity</b><br>5:30 pm – 7:30 pm (120 min) PT<br>VIP ticket holders only   |   |  |

## Thursday, May 4, 2023 Pacific time zone

On-Site Registration Booth: 7:15am-11am

Exhibit Hall: 8am-11am

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|----------------------|---|---|--|
| 7:30 am<br>8:00 am   | <b>Continental breakfast &amp; networking</b><br>7:30 am – 9:00 am (90 min) PT  | <b>All Access Live Review: Go From Design Disasters to Social Ready</b><br>8:00 am – 8:45 am (45 min) PT<br>Anndrea Harris      |  |
| 8:45 am<br>9:00 am   | <b>Speed Sessions</b><br>9:00 am – 9:30 am (30 min) PT<br>Choose among several sessions   |   |  |
| 9:30 am<br>10:00 am  | <b>Other Duties as Assigned: Surviving When Social is One of Many Responsibilities</b><br>10:00 am – 10:45 am (45 min) PT<br>Breakout B: Kate Langsdorf | <b>Social Media Policy Even Your Agency Lawyer Might Not Know</b><br>10:00 am – 10:45 am (45 min) PT<br>Breakout C: Mark Weaver | <b>Who Wants to Be an Accessibility Rock Star?</b><br>10:00 am – 10:45 am (45 min) PT<br>Breakout A: Emily Lucht |
| 10:45 am<br>11:00 am | <b>Closing session &amp; LinkedIn keynote</b><br>11:00 am – 12:00 pm (60 min) PT<br>Erica Pyatt & more!   |   |  |