



Second Wednesday's

August 10, 2011

Social Networking for Public Entities

PROGRAM DESCRIPTION

In the 21st Century Americans increasingly expect to be able to use social media and electronic means to access every level of government for public information and government services. Social media is being used to connect the public to government information and services and to provide reciprocal communication between government agencies and the public. Learn from public information officers and legal counsel how social media is being used to connect citizens with county agencies and the challenges that face government agencies in developing social media programs.

PRESENTERS

Brad Cole, Managing Director of Research, County Commissioners Association of Ohio

Brian Kelley, Chief Information Officer, Portage County Information Technology Services

Stacy Pollock, Attorney, Downes, Fishel, Hass, and Kim LLP

Brian Gregg, Chief Communications Officer, Hamilton County Dept. of Job & Family Services

AGENDA—9:30 a.m. -12:30 p.m.

- 9:30 a.m. Welcome and Introductions
- 9:45 a.m. Overview on the Use of Social Media by Government Agencies & the Public
- 10:30 a.m. Legal Issues in Social Media for Public Entities
- 11:15 a.m. Using Social Media to Deliver Human Service Programs
- 12:00 p.m. Panel Discussion
- 12:30 p.m. Adjourn

County Commissioners Association of Ohio

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Speakers

BRAD COLE

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Brad Cole is the Managing Director of Research for the County Commissioners Association of Ohio. In this capacity Brad coordinates and manages the research, data, and technical publications prepared and distributed by the association; maintains research data bases, develops survey instruments; and promotes the CCAO Educational and Research Foundation. In addition, Brad provides legislative advocacy and member's services in taxation and finance, permissive taxes, auditing and accounting, county budget procedures, county debt, purchasing, investment policy, and general government legislation that impacts counties including transportation and infrastructure, tax abatement, and solid waste management. He is the liaison to the CCAO Taxation and Finance Committee. Cole holds a Bachelor of Arts cum laude and Master of Arts degrees in American History from Bowling Green State University.

BRIAN KELLEY

Chief Information Officer

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Brian Kelley was hired as Portage County's first-ever Chief Information Officer/IT Director with authority for all IT operations and systems for county government. He is responsible for management, coordination, and supervision of countywide IT systems including strategic

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planning, system selection and implementation, disaster recovery, networking, security, contract preparation and negotiation, staff supervision, and IT operating and capital budget. In addition, Brian is an Assistant Lecturer for Public Service Technology at the University of Akron and an Adjunct Professor for the Departments of Political Science and Sociology and a Research Affiliate for the Center for Public Administration and Public Policy at Kent State University. Brian holds a Bachelor of Arts in Criminal Justice/Sociology and a Master of Public Administration from Kent State University. He has attended the Ohio Peace Officer Training Academy at the University of Akron and the Certified Chief Information Officer Program at the University of North Carolina at Chapel Hill.

STACY POLLOCK, ESQ.

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Stacy Pollock is an Associate with the Columbus firm of Downes Fishel Hass Kim LLP. She earned her Juris Doctor from Chicago-Kent College of Law. She graduated Summa Cum Laude with a Bachelor of Arts from Wittenberg University. Stacy serves on the Ohio State Bar Association's Labor and Employment Section Council Executive Committee. She also serves as the Council's legislative chair. These roles allow her to keep her clients up-to-date on the ever evolving law. Her areas of practice are labor and employment, workers' compensation and education law. Stacy is a contributing author to various Ohio State Bar Association publications for employers including "Fine Print" and "Legal Basics for Small Business."

BRIAN GREGG

Chief Communications Officer

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Brian Gregg is the chief communications officer at Hamilton County's Department of Job and Family Services in Cincinnati, Ohio. He serves as the public spokesman for the agency and oversees all external and internal communications, including social media. He serves on the agency's four-member executive leadership team and, in addition to his communications duties, has responsibility for customer service, policy creation and general foster care recruitment. Gregg has a journalism degree from Kent State University and spent more than a decade working at newspapers such as *The Cincinnati Enquirer*, *The Detroit News* and *USA Today*. He's also held corporate PR positions with marketing and health care firms. In 2010, the Ohio Job and Family Services Directors Association named him the 2010 President's Award winner for outstanding work in communications on behalf of JFS organizations throughout Ohio.