
Event Agenda

2025 Government Social Media Conference

Monday, May 19, 2025

8:00 AM - 9:00 PM	Registration Booth Location: Coronado Foyer
8:00 AM - 9:00 PM	Information Booth Location: Coronado Foyer
9:30 AM - 11:30 AM	Add-On Workshop \$115: Government Social Media 101 Location: Breakout B Speakers: Erika Barnard-Hollinshed, Ben Hayle, Jameil Weldon
12:30 PM - 2:30 PM	Add-On Workshop \$115: AI 301 - Leveraging AI for Government Social Media Success Location: Breakout B Speaker: Zack Seipert
3:00 PM - 5:00 PM	Add-On Workshop \$115: Short-Form Video 201 - Crafting Engaging Videos from Planning to Publishing Location: Breakout B Speaker: Wendy Aguilar
6:00 PM - 7:00 PM	In-Person VIP-Only Cocktail Hour Location: Veracruz A
7:00 PM - 8:00 PM	Virtual Welcome Reception Virtual Emcee: DJ Will Gill
7:00 PM - 9:00 PM	In-Person Welcome Reception sponsored by CivicPlus Location: Veracruz A On-Site Emcee: Ariana Donley ; Reception Remarks: Hector Ortega

Tuesday, May 20, 2025

7:00 AM - 5:00 PM	Registration Booth Location: Coronado Foyer
7:00 AM - 5:00 PM	Information Booth Location: Coronado Foyer
8:00 AM - 9:00 AM	Continental Breakfast & Networking Location: GSMCON Café
9:00 AM - 9:45 AM	Creating Brat Reels, No Cap (Intermediate) Location: Breakout A Speaker: Alexis Mclellan
9:00 AM - 9:45 AM	*Virtual Speaker* Stop the Scroll: Advanced Strategies for Using Plain Language in Social Media (Advanced) Location: Breakout B Speaker: Shuly Babitz
9:00 AM - 9:45 AM	The Fresh Brand of Bel-Air: Keep Employee Engagement Fresh (Beginner) Location: Breakout C Speaker: Charles Newman

9:45 AM - 5:00 PM	Expo Hall Location: Expo Hall
9:45 AM - 10:15 AM	Networking & Coffee Break Location: Expo Hall Expo Stage 9:45 AM - 10:15 AM Location: Expo Hall Speaker: John Chen
10:15 AM - 11:15 AM	Storytelling on Instagram Stories: Create, Captivate, Connect (Intermediate) Location: Breakout A Speakers: Jocelyn Devereux, Sophia Champieux
10:15 AM - 11:15 AM	Accessible and Inclusive Social Media Strategies for Government Agencies (Advanced) Location: Breakout B Speakers: Kaitlin Keeler, Harry Weaver III
10:15 AM - 11:15 AM	Copyright, Creativity & AI: Legal Must-Knows for Social Media Pros (Advanced) Location: Breakout C Speaker: Julie Tappendorf
11:30 AM - 12:15 PM	Kickoff and Keynote Panel: Behind the Scenes of the Creative Process Location: General Session Room Keynote Panelist: Brittany Brown, John Gonzalez, Matt Turner ; On-Site Emcee & Moderator: Ariana Donley ; Keynote Remarks: John Donnelly ; Local Host Committee: Juan Diasgranados, Beth Sherling, Jamin Smith
12:15 PM - 1:15 PM	Lunch Location: GSMCON Café
12:30 PM - 1:00 PM	Virtual-Only Networking Break Hybrid Emcee: John Chen
1:30 PM - 2:15 PM	Breaking Bad News: Practical Strategies for Sensitive Social Media Messaging (Intermediate) Location: Breakout A Speaker: Jayli Barkley
1:30 PM - 2:15 PM	Using Improv Techniques as a Powerful Tool in Government Social Media (Intermediate) Location: Breakout B Speaker: Paul Varga
1:30 PM - 2:15 PM	Government Social, But Make It Engaging: Cutting Through the Digital Noise (Beginner) Location: Breakout C Speaker: Ben Cathers
2:15 PM - 2:45 PM	Networking & Snack Break Location: Expo Hall Tech Lab: High-Quality Video Explained 2:15 PM - 2:45 PM Location: Expo Hall Speaker: John Ehlke Expo Stage 2:15 PM - 2:45 PM Location: Expo Hall Speaker: John Chen
2:45 PM - 3:15 PM	Speed Sessions: Steps to Build Your Comprehensive Social Media Plan / WhatsApp for Government Location: Breakout A Speakers: Matthew Rudig, Mirella Manilla
2:45 PM - 3:15 PM	Speed Sessions: Killin' It With Kindness (And Facts) / Cutting Social Media Time with AI Chatbots Location: Breakout B Speakers: Andi Sedlacek, Bratton Riley

2:45 PM - 3:15 PM	Speed Sessions: Breaking the Burnout Cycle / Harnessing the Full Power of Nextdoor Location: Breakout C Speakers: Lauren Burden, Robbie Turner
3:30 PM - 4:15 PM	Keynote Panel: Striking a Balance with AI & Government Location: General Session Room Keynote Panelist: Nikhil Deshpande, Dr. David J. Gunkel, Julie Tappendorf ; Moderator: Kristy Dalton ; Keynote Remarks: Phil Evans ; Local Host Committee: Jacob Board
4:30 PM - 5:00 PM	GSM Association Member Meeting Location: Breakout B Council President & West Region Rep:Zack Seipert ; Council Vice President & Northeast Rep:Kaitlin Keeler ; Southwest Region Representative: Frances La Rue ; Northwest Region Representative: Laurel McJannet ; Midwest Region Representative: Angela Ramirez ; Southeast Region Representative: Mikayla Moskov
5:30 PM - 6:00 PM	Virtual VIP Networking Activity Hybrid Emcee: John Chen

Wednesday, May 21, 2025

7:00 AM - 5:00 PM	Registration Booth Location: Coronado Foyer
7:00 AM - 5:00 PM	Information Booth Location: Coronado Foyer
8:00 AM - 9:00 AM	Continental Breakfast & Swag Swap Networking Location: GSMCON Café
8:00 AM - 11:15 AM	GSM Association Headshots Location: Sierra 1
9:00 AM - 9:45 AM	When the Lights Go Out: Communicating Without Power, Phones, or Internet (Intermediate) Location: Breakout A Speaker: Allison Richmond
9:00 AM - 9:45 AM	Likes Won’t Pay Your Therapy Bills: Mastering Balance in Social Media Work (Beginner) Location: Breakout B Speaker: Tila Grant
9:00 AM - 9:45 AM	Social Media Success for Small Government Teams (Beginner) Location: Breakout C Speaker: Sarah Loyd
9:45 AM - 5:00 PM	Expo Hall Location: Expo Hall
9:45 AM - 10:15 AM	Networking & Coffee Break Location: Expo Hall Expo Stage 9:45 AM - 10:15 AM Location: Expo Hall Speaker: John Chen
10:15 AM - 11:15 AM	Excite, Explain, Engage: The Formula for a Balanced Content Calendar (Beginner) Location: Breakout A Speaker: Elizabeth Kidd-Chamberlain
10:15 AM - 11:15 AM	Transforming the Ordinary: Reinventing the Mundane into Social Media Magic (Intermediate) Location: Breakout B Speakers: Aimee Colton, Elizabeth McMillan
10:15 AM - 11:15 AM	Trust in Action: Building Community Connections Through Social Media (Intermediate) Location: Breakout C Speakers: Drew Bailey, Megan Lescallett

11:30 AM - 12:15 PM

Social Networks Solutions Panel

Location: General Session Room
Keynote Panelist: Baker Landon, Christina Maruna, Robbie Turner ; Moderator: Ariana Donley ; Local Host Committee: Stephanie Silva

12:15 PM - 1:15 PM

Lunch

Location: GSMCON Café

12:30 PM - 1:00 PM

Virtual-Only Networking Break

Hybrid Emcee: John Chen

1:30 PM - 2:30 PM

Golden Post Awards

Location: General Session Room
Awards Emcee: Frances La Rue, Kendra Loney, Jessie Brown

2:30 PM - 3:00 PM

Networking & Snack Break

Location: Expo Hall

Tech Lab: Capture Engaging Smartphone Photos

2:30 PM - 3:00 PM
Location: Expo Hall
Speaker: Shelby Waldron

Expo Stage

2:30 PM - 3:00 PM
Location: Expo Hall
Speaker: John Chen

3:00 PM - 4:00 PM

Mastering Social Media Crisis Communication to Save Lives (Intermediate)

Location: Breakout A
Speakers: Danielle Shepard, Ashley Turner

3:00 PM - 4:00 PM

Overcoming AI Stigma: Ethical Integration in Government Social Media (Intermediate)

Location: Breakout B
Speaker: Brock Damjanovich

3:00 PM - 4:00 PM

X vs. Threads & Bluesky: Building a Winning Strategy for the New Social Media Era (Intermediate)

Location: Breakout C
Speakers: Anabell Chavez, Jennifer Arenas

3:30 PM - 4:45 PM

GSM Association Headshots

Location: Sierra 1

4:15 PM - 4:45 PM

Speed Sessions: Content Strategies to Bridge the Generational Gap / Your Cure for Video FOMO

Location: Breakout A
Speakers: Warren Kagarise, Andy Kijinski

4:15 PM - 4:45 PM

Speed Sessions: Best Social Media AI Tools / 5 Things to Build Now Before the Next Crisis

Location: Breakout B
Speakers: John Chen, Juan Diasgranados

4:15 PM - 4:45 PM

Speed Sessions: Defining and Owning Your Social Voice / Florida Man Goes Viral!

Location: Breakout C
Speakers: Marian Doucette, Jamin Smith

5:30 PM - 7:30 PM

In-Person VIP-Only Special Activity & Meal

Location: Monterey 1

Thursday, May 22, 2025

7:30 AM - 12:30 PM

Information Booth

Location: Coronado Foyer

8:00 AM - 9:00 AM

Continental Breakfast & Swag Swap Networking

Location: GSMCON Café

9:00 AM - 9:45 AM	Creating a Multi-Language Emergency Toolkit (Intermediate) Location: Breakout A Speaker: Kayla Boardman
9:00 AM - 9:45 AM	Crisis Averted: Social Listening Strategies for Proactive Planning (Intermediate) Location: Breakout B Speaker: Mary Levin
9:00 AM - 9:45 AM	2025 and Beyond: The Digital Communication Trends Local Government Can't Ignore Location: Breakout C Speakers: Erin Cross, Tony Lungabardi
9:45 AM - 12:00 PM	Expo Hall Location: Expo Hall
9:45 AM - 10:15 AM	Networking & Coffee Break Location: Expo Hall Expo Stage 9:45 AM - 10:15 AM Location: Expo Hall Speaker: John Chen
10:15 AM - 11:00 AM	Crouching Tiger, Hidden FOMO: Unlocking LinkedIn's Potential for Public Agencies (Intermediate) Location: Breakout A Speaker: Anthea Thomas
10:15 AM - 11:00 AM	How Do You Do, Fellow Kids: Meme Mastery for Public Agencies (Advanced) Location: Breakout B Speaker: Warren Kagarise
10:15 AM - 11:00 AM	Building a Social Media Crisis Communication Strategy That Works (Intermediate) Location: Breakout C Speakers: Sabrina Merritt, Elizabeth Snoap
11:15 AM - 12:00 PM	Closing General Session & Keynote: United States of YouTube Location: General Session Room Keynote Speaker: Carly Eason ; Local Host Committee: Ashley Turner ; On-Site Emcee: Ariana Donley

Friday, May 23, 2025
Saturday, May 24, 2025
Sunday, May 25, 2025
Monday, May 26, 2025
Tuesday, May 27, 2025
Wednesday, May 28, 2025
Thursday, May 29, 2025
Friday, May 30, 2025