

# Social Media Strategies for Community Leaders – Building Civility and Trust in Today’s World

<p>8:30 – 9:00 a.m.     <b>Registration and light breakfast</b></p> <p>9:00 – 9:30 a.m.     <b>Opening Remarks &amp; Introductions</b> Paul Kimmell, Chairman, INP Board of Directors</p> <p>9:30 – 10:30 a.m.   <b>Why You Need a Social Media Strategy</b> Jess Van Nuland – Framework Solutions</p> <p>10:30 – 10:45 a.m.   <b>Break</b></p> <p>10:45 – 11:45 a.m.   <i>Tips and Strategies to Build Community on Social Media</i> Jess Van Nuland – Framework Solutions</p> <p>11:45 – 12:15 p.m.   <b>Using Social Media in a Crisis</b> Patrick Erickson, Spokane Valley Fire Department</p> <p>12:15 – 12:45 p.m.   <i>Lunch &amp; Networking</i></p> <p>12:45 – 1:30 p.m.    <b>How to Engage Your Community Through Social Media – Best Practices Panel</b> Adams Jones – Pullman Marketing, Desiree Roach – SEL Inc., Paul Warner – Mainsail Agency</p> <p>1:30 – 2:00 p.m.     <b>Social Media – Compliance for Public Entities</b> Brenda Stav and Regan Meyer – Port of Whitman Co.</p> <p>2:00 – 2:30 p.m.     <b>Strategic Storytelling</b> Ariana Lake – Avista Corporation</p> <p>2:30 – 3:00 p.m.     <b>Roundabout – Community Engagement Platform</b> Hays Witt – NewPublic.org</p> <p>3:00 p.m.             <b>Community Reports &amp; Concluding Remarks</b> Paul Kimmell, Chairman, INP Board of Directors</p> <p style="color: green; text-align: center;"><i>Thanks to City of Spokane Valley for sponsoring our venue.</i></p>	<p><b>Inland Northwest Partners 2026 Spring Meeting</b></p> <p><b>April 16, 2026</b></p> <p><b>CenterPlace 2426 N Discovery Place Spokane Valley, WA 99216</b></p> <p><b>INP FOUNDING INVESTOR</b> Avista Corporation</p> <p><b>MAJOR INVESTORS</b> Alaska Airlines City of Post Falls Idaho Central Credit Union Idaho Dept. of Commerce Spokane International Airport WA Dept. of Commerce</p> <p><b>CONTRIBUTING INVESTORS</b> Bank of America Community &amp; Economic Development-WSU Extension Garco Construction Mountain West Bank Washington Trust Bank</p>
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**Cost:** \$50 for INP members; \$70 for non-members (cancellations with refunds will be accepted through April 10, 2026).

**To Register:** Just fill out the form below and mail it, along with your pre-payment to INP, PO Box 95, Fairfield, WA 99012 or register online at [www.inwp.org](http://www.inwp.org).

**For more information:** Call (509) 990-6105 or visit our website [www.inwp.org](http://www.inwp.org).




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Name \_\_\_\_\_ Email Address \_\_\_\_\_

Organization \_\_\_\_\_ Phone Number \_\_\_\_\_

Street Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Number of People Attending \_\_\_\_\_ Amount Enclosed \_\_\_\_\_

Names/Email Addresses of People Attending \_\_\_\_\_

We will do our best to accommodate special dietary requests \_\_\_\_\_