



## **CEU Packet**

# **1081 - Demystifying Assessment and Taxation through Captivating Digital Content**

07 MANAGING PUBLIC RELATIONS AND COMMUNICATIONS

### **Description:**

Property tax assessments and notices can be difficult to explain and understand. Learn how to create user-friendly, social media guidelines, tools, and strategies to transform complex data and information into visually captivating graphics for virtual presentations, social media, and press releases.

**Start Date:** 8/30/2021 2:45:00 PM

**End Date:** 8/30/2021 3:45:00 PM

### **Learning Outcomes:**

- How will your session support attendees' knowledge and skills or the development of new competencies. Put emphasis on participants acquiring skills. Provide THREE learning objectives / take-aways that answer the prompt "after this session, participants will be able to . . .".
- Begin planning a digital marketing campaign.
- Start thinking of creative ways to share content with their audience.
- Participants will be able to download a visual guideline and graphics toolkit for Property Tax 101. They will know how to begin planning a digital marketing campaign, and to develop strategies for sharing content with different audiences.

### **Presenters:**

Angelina Romero MPA - Cook County, IL

Nicole Jardine PhD - Cook County, IL