



Social Media Challenges in Electoral Areas: Your Input Needed!

Hello Directors,

As we gear up for this year's first EA Forum, I'm excited to share that we are bringing in a fantastic presenter for a social media session: Sam Oliphant, Senior VP at Kirk & Co. and former media relations director for Premier Christy Clark. Sam brings deep experience and a practical, plain-language approach to managing online communications.

Before he joins us, Sam has asked for a little help from us. He would like to tailor his session specifically to the unique challenges we face as Electoral Area Directors.

What kinds of situations have you run into online?

- Misinformation spreading faster than you can type a correction?
- Heated comments taking over a community post?
- Pressure to respond instantly, day or night?
- Boundary issues between personal and official accounts?
- Challenges explaining complex regional processes in a 30-second scroll?

Whatever the scenario—big or small—your experiences will help shape a session that reflects the realities of rural and remote leadership.

Please email me ASAP with any examples or situations you've encountered.

Sam will use these to build a workshop that is practical, supportive, and tailored to our EA roles.

Thank you so much for your quick replies and for always bringing honesty, humour, and heart to this work. I'm looking forward to a great session together.

Warmly,

Jerrilyn

The Last Word

