



Pittsburgh PA, Chapter

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**“A Social on Social Media Governance: The Do’s and Don’ts of Managing Social Media”**

Sept. 16, 2015 Wednesday 5pm – 7pm  
Mylan | 1000 Mylan Boulevard, Pittsburgh, PA 15317



Free event, dinner and drinks | Guests welcome (maximum 250 attendees)  
RSVP by Sept. 11 noon to Events Director Deborah Karafinski at  
[Deb.Karafinski@CookMedical.com](mailto:Deb.Karafinski@CookMedical.com) or [debkarafinski@gmail.com](mailto:debkarafinski@gmail.com)

Park in front | Allot 15-30 minutes to check-in | Bring photo ID | Angel Ramos will  
escort you from lobby to our event. If you have questions, contact Angel at  
[angel.ramos@mylan.com](mailto:angel.ramos@mylan.com) or [+1-724-531-7000](tel:+1-724-531-7000)

**Jesse Wilkins**

Jesse Wilkins, CIP, CRM, IGP, is the Director, Research & Development for AIIM International. He has worked in the information management industry for 20 years as an end user, vendor, consultant, and trainer. His areas of expertise include enterprise content management, electronic records management, email management, document imaging, digital preservation, and social media technologies and governance processes.

Jesse is an internationally recognized speaker and author on information management topics and has presented numerous keynotes and educational sessions at AIIM, ARMA, ARMA Canada, InterDoc, MER, and other industry conferences since 2002.

Jesse has also developed a number of training programs for AIIM, including:

- ERM Master Class
- ECM Master Class
- Social Media Governance Practitioner Course
- Managing Records and eDiscovery in SharePoint 2013 Practitioner Course
- Automating Records Management Course
- Selling Content Management Course



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He is an accredited instructor for every course AIIM offers. He was also the technical lead for the development of the Certified Information Professional (CIP) certification and has served as a subject matter expert for the development of the CIP, the TAWPI Information Capture Professional (ICP), and the CompTIA Certified Document Imaging Architech (CDIA+). In 2006 he won the AIIM Education Award.

For additional detail on Jesse's background and expertise please see his LinkedIn profile at [www.linkedin.com/in/jessewilkins/](http://www.linkedin.com/in/jessewilkins/).

### **Seminar Overview**

As organizations continue to incorporate social media into their business processes, there is an ever-increasing need to manage social content effectively. Learn why you need to take action now. This session details the steps required to manage social media to support business objectives and information management requirements. Common pitfalls to avoid also will be discussed. Mr. Wilkins explains how Social Media Governance benefits your organizations from real world cases and best practices on how to establish and develop policies to advance your social media policies and programs.

### **Learning Objectives**

- Should you have social media policies? If so, what should they include?
- How do you start a social media governance program?
- What role do other stakeholders such as IT security have?
- How do you promote governance in non-disruptive ways?
- What trending records and security issues in social media do you need to know?

### **This is ARMA Pittsburgh's Carl E. Weise Memorial Seminar**

Join AIIM and your colleagues at ARMA Pittsburgh at this educational event on social media to honor our former colleague Carl E. Weise's legacy as a great educator on information governance across email, social media and other emerging technologies. For more on ARMA Pittsburgh and AIIM's former colleague and friend, please visit <http://armapittsburgh.org/carl-e-weise-memorial/>.

