

National Assembly of State Arts Agencies

KNOWLEDGE ★ REPRESENTATION ★ COMMUNITY

TO: Session Participants
Creative Technology Strategies: Empowering State Arts Agency Communications

DA: May 5, 2010

FR: National Assembly of State Arts Agencies

RE: Session Resources

Thank you for registering for today's Web seminar, "Creative Technology Strategies: Empowering State Arts Agency Communications." As we mentioned during the session, this follow up message contains additional resources that we hope will be useful as you mix and match different technology tools to achieve your communications goals.

PRESENTER CONTACT INFORMATION

- Gaye McElwain, Director of Marketing and Communications
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- David Dombrosky, Executive Director
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PRESENTATION SLIDES

Slides from today's presentation are available right now on the NASAA Web site's [Web Seminar page](#). We will be posting transcripts of the seminar to the NASAA Web site and will send out an e-mail announcing the availability of those materials in the weeks ahead. If you have questions in the meantime, please don't hesitate to contact [Eric Giles](#) at NASAA.

NASAA's NEW WEBSITE

NASAA launched our [new website](#) this week. We listened to your feedback and have made substantial improvements to content and design. The new site prominently promotes the value of state arts agencies and the work that you do at the state level. It is more intuitive and provides quick access to more content to make it easier for you to find what you need when you need it.

NASAA STRATEGY SAMPLER: CREATIVE USES OF TECHNOLOGY

NASAA has also compiled a new strategy sampler about creative uses of technology. This

[sampler](#) offers an introduction to the ways that state arts agencies are using new technology to meet their communications and public outreach goals.

ADDITIONAL RESOURCES MENTIONED BY PRESENTERS

Red Cross Social Media Handbook:

Handbook: <http://sites.google.com/site/wharman/social-media-strategy-handbook>

Presentation: <http://www.slideshare.net/wharman/social-media-handbook-for-red-cross-field-units>

Tips on Guest Blogging:

<http://www.siliconbeachtraining.co.uk/blog/why-should-i-be-guest-blogging/>

Thank you for your participation in today's session. For more information about state arts agencies and their creative uses of technology in communication, contact [Jesse Rye](#) or [Eric Giles](#) at the NASAA office.

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