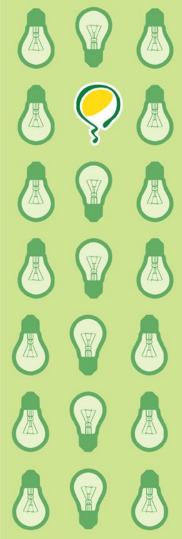


Ryder Todd Smith, Jorge Garcia, Michelle Bigelow









## **Key Takeaways**

- Understand the basics of communications
  - ADA compliance
  - How to create and choose good photos and designs
  - Understand social media and misinformation management
  - Be aware of helpful tools
- Don't be afraid to ask questions and think outside the City Clerk box
- Use PIO duties to expand your skill set and advance your career

