

# Communications Workshop

October 28, 2025 | Municipal Association of SC, 1411 Gervais St., Columbia

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**9:00 – 9:30 a.m.**

**Badge Pickup**

**9:30 a.m.**

**Welcome**

**9:30 – 10:30 a.m.**

**Disaster Communication**

**Panelists:**

*Lynnsey Baker, Director of Communications and Community Development, City of Forest Acres*

*Thomas Bell, Deputy Director, Public Information Office, Horry County*

*Alison Rauch, Public Information Coordinator, Greer Commission of Public Works*

Disaster-driven disruptions to a community can come in many forms — from hurricanes and other storms that can knock out power and block roads to wildfires or water main breaks leading to loss of water service and boil water advisories. Learn more about how to prepare for these situations ahead of time, and how things can work once the crisis is happening and everything is moving quickly.

**10:30 – 11:15 a.m.**

**Social Media Moderation Best Practices**

*Eric Shytle, General Counsel, Municipal Association of SC*

Moderating a local government's social media accounts is a task that involves First Amendment considerations. Learn about establishing an open public forum or limited public forum, as well as setting and enforcing a social media policy.

**11:15 – 11:30 a.m.**

**Break**

**11:30 a.m. – 12:30 p.m.**

**Using AI Tools Effectively and Ethically**

*Dr. Homayoun Valafar, Professor and Chairman, Computer Science and Engineering, Director of the AI Institute, University of South Carolina*

From ChatGPT to Otter.ai and Microsoft Copilot, there are an increasing number of AI tools that can have applications for



governmental communicators. Learn about some of the workflow and ethical considerations of municipal staff using them.

**12:30 – 1:15 p.m.**

**Lunch (provided)**

**1:15 – 2:00 p.m.**

**Preventing Burnout**

*Dr. Tisha S. Boston, Co-Vice Chief of Primary Care, Midlands, and Assistant Clinical Professor of Family Medicine, Prisma Health/USC School of Medicine Department of Family and Preventive Medicine*

Workplace burnout is a sense of being overwhelmed by the responsibilities and pace of a job, as well as a sense of lacking purpose. Learn about what burnout looks like, what causes it, and most importantly, strategies for managing it when it happens.

**2:00 – 2:30 p.m.**

**Open Forum for Sharing Successes and Asking Questions**

### **Registration Information**

Online registration is available at [www.masc.sc](http://www.masc.sc). The registration fee is \$50. Online registrations must be paid by Visa or MasterCard. **The registration deadline is Friday, October 17, at 5 p.m.** Cancellations must be received by 5 p.m. on October 17. Refunds will not be given after this date.

**Note:** *Registration for this session is limited to 50 participants. Preregistration is required. Onsite registration will not be available.*

### **Meeting Location**

Municipal Association of SC, 1411 Gervais St., Columbia. [See map.](#)

Parking: Visitors may park in the visitor's parking lot on Bull Street or in the parking garage on floors 4 – 7.

For more information, contact Russell Cox at [rcox@masc.sc](mailto:rcox@masc.sc) or 803.933.1206.

