Wearing Multiple Hats: How to Manage a PIO Role

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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