



JANUARY 13, 2024

# CIVIC SUMMIT

## COMMUNITY OVER EVERYTHING

### **Emily Schario**

*Head of Content and Lead Writer, The B-Side*

Emily Schario is the head of content and lead writer for Boston Globe Media's newest weekday newsletter, The B-Side, serving young Bostonians a daily dose of local news they actually want to hear. Emily is a regional Emmy-nominated multimedia journalist with a passion for making news and information digestible, engaging, and entertaining (e.g., lots of memes and TikToks). As B-Side's editorial brains, she's on a mission to empower young Bostonians with relevant stories and information to engage more with their community.

### **EmpowerED: Leveraging Social Media for Community Impact**

3:00 PM - 3:45 PM

Embark on a journey to master social media for community building with our 'EmpowerED'. This interactive session, tailored for civic leaders, will unlock the secrets of using platforms like Facebook, Twitter, and Instagram to amplify community engagement. Learn to select the right platform based on your community's needs, create compelling content, drive meaningful interactions, and employ inclusive communication methods. Led by Emily Schario, the Head of Content and Lead Writer for The B-Side at Boston Globe Media, this session will be your guide to making a significant impact in your community through the power of social media.