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FOR IMMEDIATE RELEASE

**November Networking Lunch for SWFL Chapter of
Florida Public Relations Association**

FORT MYERS, FL (October 29, 2018) – The Southwest Florida Chapter of the Florida Public Relations Association (FPRA) will host their November luncheon from 11:30 a.m. to 1 p.m., Tuesday, Nov. 13, at Holiday Inn Fort Myers Airport at Town Center, 9931 Interstate Commerce Drive, Fort Myers, FL 33913. Social media as a two-way public communications tools is the topic of the panel discussion.

Panelists include Trish Route, Program Coordinator for Southwest Florida Crime Stoppers, Tiffany Wood, Public Information Officer for the Lee County Sheriff's Office, Karen Ryan, APR, CPRC, Public Relations Manager for LCEC and Lauren Stilwell, Director of Communications for Lee County Schools.

Facebook and Twitter have become expected methods of two-way communication with the public. At November's luncheon, FPRA will look at how local agencies are using social media to communicate with customers, respond to crises and share their mission.

FPRA of SWFL has offered numerous metrics-based programs regarding social media in the past and this is an opportunity to discuss best practices, creative content and policy. Discover how social media has changed the way agencies interact with stakeholders, how communication is evolving, and what the future may hold.

Cost is \$30 for FPRA members, \$40 for future members and \$25 for students. Register for the luncheon at www.fpraswfl.org.

Established in 1938, the Florida Public Relations Association is the oldest public relations organization in the United States. FPRA is dedicated to developing public relations practitioners who, through ethical and standardized practices, enhance the public relations profession in Florida. The Southwest Florida Chapter of the Florida Public Relations Association is dedicated to programs and activities that enhance the success of public relations professionals in Lee, Collier, Charlotte, Hendry and Glades counties.