

Workshop Agenda

Social Media for Content Creators

Thursday, February 26, 2015

Morning

- Social media trends across multiple platforms- identifying trends and challenges
- Taking a social audit- identifying your target audience and opportunities on each platform
- Setting goals and your social media strategy- developing a roadmap to success
- Using an owned, earned and paid strategy to amplify your messaging

12:00 - 1:00 Hosted networking lunch

Afternoon

- Impacts of mobile vs. desktop in your social strategy
- New rules for branding with social media
- Google analytics- metrics that answer the questions about what drives traffic

Friday, February 27, 2015

Morning

- Creating content that resonates on each social platform
- Writing original content and curating content
- Using social hubs

12:00 - 1:00 Hosted networking lunch

Afternoon

- Editorial calendars and workshop for planned publishing
- Visual content tools for images, videos, infographics, GIFs

Saturday, February 28, 2015

Morning

- More hands-on with visual tools for social platforms
- Using advocates and brand ambassadors for increased engagement

12:00 - 1:00 Hosted networking lunch

Afternoon

- Tools and apps for developing and tracking advocates
- Emerging platforms to reach new audiences
- Applying best practices, tools and techniques to your social media strategy