

Social Media for Content Creators

July 21, 2015



Morning

- Social media trends across multiple platforms
- Taking a social audit
- Setting goals and your social media strategy
- Using 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
- Metrics that answer the questions about what drives traffic

July 22, 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, GIFs

July 23, 2015

Morning

- More hands-on with visual tools for social platforms
- Infographics & data in your visual toolkit

12:00–1:00 Hosted networking lunch

Afternoon

- Emerging platforms to reach new audiences
- Applying best practices, tools and techniques to your social media strategy

Keep In Touch

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