



# SOCIAL MEDIA FOR BUSINESS:

## Choosing the Right Platform for Maximum Reach



This session is perfect for anyone looking to better understand the ins and outs of today's most common social media platforms for business, including Twitter, Instagram, Facebook, YouTube and more. Topics include **social media strategy, defining factors of each platform, assessing your current efforts and campaigns, content calendar creation, and social media ads.**



### KNOWLEDGE/ LEARNING TARGETS:

Understanding the role of social media in 21st century business, knowing how to target specific audiences on the right platforms, strategizing your efforts with consistency and creativity, maximizing your reach, extended awareness of content calendar creation and ads



### APPLICATION/YOU WILL LEAVE WITH:

Content calendar template  
Shareable social media eBook  
Step-by-step guide to purchasing your first social media ad

...and much more!



### PERFECT FOR:

Communications professionals  
Leaders wishing to strengthen their reach  
Social media managers looking to up their game