

Program:

October 26th, 2017

8:30 AM-01:00 PM

- 1. Welcome and Introduction**
 - The Role of the Community Manager
 - Tools for Community Management
 - Content Curation Cycle
- 2. Digital Marketing Strategy**
 - Content Marketing
 - Measuring the ROI of your strategy
- 3. Facebook**
 - Best Practices
 - Marketing & Statistics
- 4. Youtube**
 - Best Practices
 - Marketing & Statistics
 - Facebook Video vs. YouTube video
- 5. LinkedIn**
 - Best Practices
 - Marketing & Statistics

Q & A Session

October 27th, 2017

8:30 AM-01:00 PM

Key Players in your industry

- 1. Google+**
 - Best Practices
 - Marketing & Statistics
- 2. Instagram**
 - Best Practices
 - Marketing & Statistics
- 3. Pinterest**
 - Best Practices
 - Marketing & Statistics
- 4. Slideshare**
 - Best Practices
 - Marketing & Statistics
- 5. Twitter**
 - Best Practices
 - Marketing & Statistics
- 6. Social Media Platform Management**

Q & A Session