

Social Media Webinar

6-PART WEBINAR SERIES

February 13, 20, 27 & March 5, 12, 19

11:30 AM - 1 PM (Some Sessions will be 2 hours)

1 Social Media 101

Learn how to identify your target market, which platforms to use, and the basics of how to properly use social media.

3 Create and Use Short Videos

Learn the trends and best practices for several popular platforms such as TikTok and Instagram.

5 Build an Online Community

Learn how to maximize your time, foster brand loyalty, build community, and fully engage with your customers.

2 Create Branded Content

Learn how to establish a branded presence online, create on-brand content & how to quickly create content with Canva (in 2 hours).

4 Advertising On a Budget

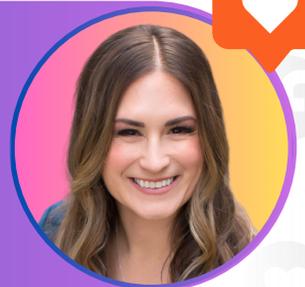
Learn the skills needed to get big results on a small budget with paid social media advertising (in 2 Hours).

6 Measuring with Analytics

Learn how to track and assess your success with social media, including how to improve your results over time.

Meet the Speaker: Tiffany Phillips!

Tiffany is the CEO and Marketing Expert of Diamond Digital Marketing CO. and an SBDC consultant who helps her clients implement successful business strategies.



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