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**Speakers:**

**Rochelle Germano,**  
**Circlepoint**  
Managing Principal



**Morgan Venter, Long Beach**  
**Water Department**  
Program Coordinator



## “Advanced Best Practices for Social Media Community Management”

**Thursday, July 16**

**From your Desktop**

Noon – 1:00 p.m.

Make the most of each social channel – During this session, seasoned social media managers will share specific strategies for leveraging each of the “big 5” social platforms (Facebook, Twitter, Instagram, YouTube and LinkedIn).

**Key Take-A-Ways:**

- Understand the formats, audiences, strengths, and limitations of each platform
- Learn tips and tools for creating and using editorial calendars, response protocols and follower growth campaigns to proactively engage, manage and grow your following
- Hear about successes and lessons learned from previous campaigns

*This session qualifies for:*

CAPIO Certificate in Communications Credit – Digital Media  
APR Maintenance Credit

**Webinars can be watched live or after the webinar via recording.**  
**All registrants are provided with a link to the recording.**

**Prices**

\$20 Member

\$35 Non-Member

Contact information:

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