

Social Media Strategy Workshop



Tweet. Post. Tag. Snap.

Are you speaking the right language?

If you understand the value of positioning your business in the digital realm but have no idea where to start, this session will point you in the right direction.

Led by MorganMyers Director of Digital Strategy Robin Brannin, this fast-paced training will equip you to identify your target audience and create compelling content - including promotions and ad campaigns. You'll learn how to monitor, measure and analyze your content's performance, manage conflict in a digital space and engage in partnerships with influencers.

Open to dairy farmers and industry professionals, this training will equip you with the resources and ideas you need to expand your messaging into the increasingly influential arena of social media.

Thur., Feb. 7, 2019

9 am – 5 pm

at the offices of
Dairy Farmers of Wisconsin
8418 Excelsior Dr.,
Madison, Wis.

Be clear. Be heard.

Be the voice of dairy.

Register today at

www.pdpw.org

or call **800.947.7379**

Earn up to 7.0 CE credits at DairyAdvanCE.org

Dairy's Visible Voice®

*PDPW Social Media Strategy Workshop is a part of the
Dairy's Visible Voice® curriculum - leadership development
through effective communication*

Professional
Dairy Producers®

#mypdpw

