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Speakers:

Ryder Todd Smith
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Director, Tripepi Smith



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Business Analyst, Tripepi Smith



Prices
\$20 Member
\$35 Non-Member

Contact information:
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“Measuring What Matters: Creating Your Social Media Dashboard Report”

Tuesday, June 9

From your Desktop
Noon – 1:00 p.m.

How do you know if your agency is meeting the mark when it comes to its social media efforts? With so many tools at our disposal for analyzing data and a variety of metrics, how do communicators measure success?

During this webinar, attendees will learn how to effectively measure their social media programs.

Key take-a-ways include:

- Defining social media goals
- Developing a social media strategy
- How to measure engagement
- Tools for measuring success
- Creating engaging content

This session qualifies for:
CAPIO Certificate in Communications Credit – Digital Media
APR Maintenance Credit

Thank to our webinar co-host:



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