

Join MSPRA for a Social Media Action Lab



The Michigan School Public Relations Association presents Shane Haggerty, social media expert, who will share his expertise to enhance social media in your district.

Shane Haggerty is the director of marketing and technology for Tolles Career & Technical Center in Plain City, Ohio. He also owns The Public Assembly, an educational marketing and engagement consultancy. He has spent more than 15 years working in various roles in education from teacher to administrator and has worked in school communications for a decade. Follow him on Twitter @shanehaggerty.

Morning - Next Level Social Media Workshop

A workshop that goes beyond Facebook or Twitter 101, "Next Level Social Media" will provide an in-depth focus on advanced social media approaches, so they are meaningful and measurable. This workshop will focus on a strategic approach to content development, social media ad campaigns, cross-promotional campaigns with traditional tactics, and various quick-hit engagement tactics that can help move your audience into action. This half-day, hands-on think tank and strategy lab will have attendees walking away with actionable ideas for how to take your social media channels to the next level with an extended look at newer platforms like Instagram, Vine and Pinterest.

Afternoon - Taking Action: Implementing & Integrating Your Next Level Social Media Strategy

This workshop will help participants take existing district communication plans and integrate social media and content strategies directly. Participants will also learn how to implement "mini-campaigns" to complement existing tactics, as well as management and measurement practices that will streamline and provide efficiency to an effective social media plan.

Date/Time: October 29, 2015 from 9:00 a.m. – 4:00 p.m. (lunch included)

Location: Lansing Hyatt – 2401 Showtime Drive, Lansing 48912, 517.679.7600

Cost: \$85 members and \$95 non-members

Return to: MSPRA – 1001 Centennial Way, Suite 300, Lansing, MI 48917 or fax to 517.327.0779

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