

*Ready to take charge
and get in the
social media game?*

**Learn the do's and don'ts and get
your game plan in place to WIN!**

Social Media Workshop

Social media marketing is now a vital part of every successful organization's communications strategy. According to industry research, 28% of the top search engine results are social media sites. Nearly 25% of people's time is spent on social networks and blogs. Now more than ever it is crucial for Parks and Recreation agencies and non-profit organizations to incorporate social media into their marketing strategy to engage with their audience, create awareness, and stay at the forefront of customers' minds.

Join fellow MPRA professionals for an interactive half-day workshop to learn how to create your own social media plan presented by industry expert Bethany Spilde of Social Buzz Media. Participants will learn how to get started in developing their social media plan, current trends, aligning business and marketing goals, and implementing your plan and staying away from common mistakes.

Key Information:

- Date/Time: Friday, February 3rd from 8:30 AM to 12:00 Noon
- Location: Midwest Public Risk Training Facility,
19400 East Valley View Parkway,
Independence, MO (next to the Events Center)
- Registration: Online at <http://bit.ly/mprasocialmedia>
\$40 Early Registration through January 27th/MPRA Member Price
\$50 Late Registration and non-MPRA member price
- Webcast available! See registration information for details.

