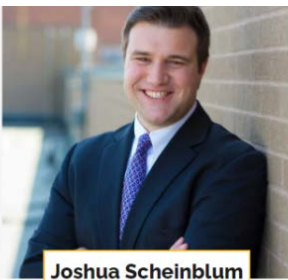


PROFESSIONAL DEVELOPMENT DAY

# INNOVATION AMPLIFIED POWER YOUR POTENTIAL

FEBRUARY 2, 2024



Joshua Scheinblum

## Feed The Beast: How To Win on Social Media With Engaging, Kickass Content

Presented by: Joshua Scheinblum, Five Seasons Media

Unlock the secrets of social media mastery and the art of storytelling with captivating content! In today's rapidly evolving world of social media, success hinges on creating extraordinary content that not only withstands algorithm updates but thrives in the digital landscape. Join us for an insightful journey into elevating your social media marketing expertise! This session will delve into five key areas, equipping you with the knowledge and skills necessary for excellence in the social media realm: Platform Selection: Learn how to choose the most suitable platforms for your organization and how to align your goals with the unique strengths and demographics of various social media channels. Storytelling Excellence: Learn how to tell a story that truly resonates with your audience, ensuring your content is engaging, authentic, and relatable. Audience Engagement: Discover methods for forging deeper connections with your target audience, making sure your content resonates, drives action and keeps them coming back for more. Sustaining Interest: Building a dedicated following necessitates content that consistently captures attention. Get ready to transform your content from ordinary to extraordinary!

### Objectives

- Equip you with the knowledge and skills necessary for excellent in the social media realm

