



Social Media Boot Camp  
March 2020

Enhance your social media management. Register today!

Whether you're a social media novice or an experienced professional, discover essential aspects of Social Media Marketing in a hands-on, intimate marketing workshop. Get results and grow your skills with a comprehensive educational program. Registered attendees will walk away with a completed social media plan and a workbook of action items.

*It is not a requirement, but it's helpful to bring a laptop, tablet or smartphone to the workshop so you can participate in the interactive lessons.*

### 9 am – Welcome, Introductions

We're so glad you're here!

### 9:30 am – “Open Your Eyes”

Category brand building + Individual credit union marketing = Long-term growth

Open Your Eyes to a Credit Union® is part of the CUNA-led awareness initiative that is working to increase consumer consideration of credit unions. During this session, we'll review the campaign, campaign marketing components and help you link your credit union brand and communication efforts to your community for increased opportunities to grow your credit union membership.

### 10:30 am – Break

### 10:45 am – D-I-Y Search Engine Optimization

Millions of searches are conducted online daily. And, of these searches, the sites that appear at the top of the search are seen as sites with topic and authoritative credibility and are more likely to encourage consumers to purchase products and services.

This session will offer specific and immediate tactics you can apply to your website and web strategy to help improve your search engine ranking.

Each attendee will receive a personalized SEO dashboard of their organization's website. The dashboard will include six different measurements: (1) on-page, (2) mobile, (3) speed, (4) links, (5) technical and (6) mobile.

### 11:45 am – Lunch, Group Activity

### 12:30 pm – Marketing Social Media Knowledge Share

It's no secret that sharing best practices is an excellent way to improve the performance and productivity of an organization. Sharing best practices can help fill knowledge gaps, improve efficiency, encourage leadership, and more. Bring examples of your social media activities to share with the group.

### 1:30 pm – Social Media Best Practices

Possibly the biggest goal for marketers is to be seen and trusted by audiences. And most marketers today will admit a big portion of their audience is on social media. While building trust doesn't come easily, there are simple social media best practices for marketers to maximize their efforts and campaigns. During this session we will review recommendations for individual platform timing, functionality changes, recruiting and managing influencers and live social media video.

### 2:30 pm - Break

### 2:45 pm – Social Media Planning, Application

A social media plan is an essential part of an active growth strategy, which includes a structured content calendar, an arsenal of planning tools, metrics for tracking performance metrics and more. In addition to assembling a social media plan, session curriculum will cover how social media algorithms work, paid placement strategies and upcoming social media and digital marketing trends.

### 4 pm – Questions & Answers

#### Your Presenter:

Randa Zalman is an award-winning social media marketer. She is experienced in advertising management, integrated marketing, strategic brand development, product/service line management and promotions/public relations designed to increase market share and exceed revenue objectives. She has significant experience in the financial and insurance services, nonprofit and sports marketing industries. As part of her day-to-day work, she provides the overall direction for social media, search engine optimization and online advertising paid placement for clients across the country.



# SOCIAL MEDIA & MARKETING BOOTCAMP 2020

**Date:** March 23

**Time:** 9:00am – 4:00pm

**Location:** KEARNEY - Central Community College, 1215 30<sup>th</sup> Ave, Room 236

**Date:** March 25

**Time:** 9:00am – 4:00pm

**Location:** LINCOLN - LincOne FCU, 2500 N Street, Basement

**Date:** March 27

**Time:** 9:00am – 4:00pm

**Location:** OMAHA - Mutual 1<sup>st</sup> Federal, 14510 F Street, Basement

## **Cost:**

\$199 (51M and above)

\$149 (50M – 30.1M)

\$99 (30M – 20.1M)

\$49 (20M and under)

## **Registration:**

Register online at [www.nebrcul.org](http://www.nebrcul.org).

Registration Fee includes lunch and a workbook that contains all the materials, resources, and templates from the bootcamp. Participants will leave with a completed Social Media Marketing Action Plan.

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