Social Media - Jared Smart (1.5-2 hours)

• Which platforms to use (organic)

• Strategies to get started

• Hands-on

o Identifying your target audience and their needs

o Content ideation

o Crafting hooks

• How to leverage paid ads on social media

**Google** Scott Ostermiller (1.5-2 hours)

* Google Business listings - how to use them, stay current, be strategic
* Paid Ads + best practices
* Hands-on application
* Open floor for questions