BRAND HUB COMMUNITY WORKSHOPS

SOCIAL MEDIA STRATEGY SERIES

Session 1: Audience Analysis: People, Power, & Influence
Learn how to conduct a demographic audience analysis using research and user analytics, how to relate communication messages to your targeted audience's values, needs, and interest, and how to unlock the power of influence within your audience.

Thursday, October 28, 9-10am, CDT
Lodgic Everyday Community or Zoom
1807 S Neil Street, Champaign, IL 61820
Register: https://forms.illinois.edu/sec/211201019

PRESENTER:
Marisa Peacock
Lecturer, Department of Advertising & Chief Marketing Strategist, Strategic Peacock

Session 2: Leverage Your Online Community: How to Manage, Monitor & Measure Your Brand Online
Learn more about how to effectively manage an online community to increase interactions, brand loyalty and exclusive brand experiences, and how to measure the success of your community management experience.

Thursday, November 18, 9am to 10am, CDT
Lodgic Everyday Community and over Zoom
1807 S Neil Street, Champaign, IL 61820
Register: https://forms.illinois.edu/sec/504170318

**Links provided upon registration**