



**Sun., Apr. 14, 2024
3:00 PM**

invites you to

Social Media 202

Making Social Media Work for You

*a FREE online seminar
presented by*



Kenny Litvack

Marketing Manager - Princeton Pro Musica
Chorus Management Specialist - Chorus Connection
Freelance Arts Consultant



Mr. Litvack will discuss
**how cultivating your social media presence, strategy, and content
can help accomplish a variety of organizational goals**
from recruitment to audience development.

This isn't Facebook 101!

Attendees can look forward to
an in-depth discussion about what a social media strategy is,
how to implement it, and why part of your budget should be dedicated
to paying for social media advertising.

Come with your burning social media questions ready to go;
we'll be sure to leave time for a **Q&A session** toward the end of the session.

**To register, please visit
www.njchoralconsortium.org**