

# • SMART Social Louisville •



EMPOWERING SMALL BUSINESSES TO WORK  
SMARTER WITH THEIR SOCIAL MEDIA  
[520EASTBRANDS.COM/SMART-SOCIAL-LOUISVILLE](http://520EASTBRANDS.COM/SMART-SOCIAL-LOUISVILLE)

For more than a decade, social media has been a key component of marketing plans. Small businesses continue to struggle with the medium because they do not have a dedicated person staying ahead of the curve on best practices. Small businesses need direction and strategy to be efficient and effective with their social media.

Stephanie White and Shane Shaps train business owners through productive, interactive workshops. **Our mission is to empower company owners to make their social media work for their business.**

## TOPICS WE COVER

- A FACEBOOK PAGE OVERVIEW & AUDIT
- WHEN TO POST WHAT?! FACEBOOK ANALYTICS
- CURATING & CREATING ENGAGING CONTENT
- MAXIMIZING YOUR FACEBOOK EVENTS
- VIDEO CREATION & GOING LIVE ON FACEBOOK
- WHEN & HOW TO SPEND YOUR DOLLARS ON FACEBOOK

## SCHEDULE SMART SOCIAL LOUISVILLE FOR YOUR GROUP

- Host us for up to three hours & set your own fee. We require \$75/person with a minimum of 10 people.
- Refer your group members to our existing workshops & receive a 10% referral fee.

Brought to you by the women behind

