

“Social Media For Dummies”

Russell Bucklew, JD, CFP® , CAP® Candidate

Everyone is tasked with doing more with less. Leverage your time by getting comfortable with social media—learn a process and become proficient on LinkedIn.

Learning Objectives:

- Understand the importance of social media and how you can promote yourself, your organization and mission
- Develop a blueprint for getting started
- Learn clever tricks and smart tips for looking like a pro on LinkedIn
- Expand your network, professional presence and donor base in 10 minutes a day