



Southern California
Development Foundation

Get “LinkedIn” to Social Media

Tuesday, April 11, 2017
City Club Los Angeles
7:00am-9:00am

Tuesday, April 11, 2017
7:00am-9:00am

City Club Los Angeles
555. Flower Street, 51st Floor
Los Angeles, CA 90071

Social media is a lot more than just a place to post vacation photos or images of your child’s latest milestone – it has a much deeper impact than meets the eye. We’ve all seen how just one viral post can make or break a consumer brand’s name. But how does social media aid companies that primarily operate in the commercial real estate sector? Social media helps to add dimension to your current public relations and marketing efforts. Specifically, LinkedIn, has become a crucial tool in today’s business with more than 467 million users. If updated regularly and crafted strategically, social media can help enhance the reach of your business while creating another place for your company to share its story through carefully-curated content.

This panel will discuss the primary social media channels used for business, and why LinkedIn is the most beneficial social channel for reaching your business goals. Key points discussed will include:

- Tips for making the most of your social media strategy
- How social media results can be measured
- How to reach your target audience through social media

MODERATOR

Claire Marshall
Account Executive
The Hoyt Organization

SPEAKERS

Erin Gehle
Director of Communications
BNIM

Sweeney Mae Montinola
Marketing Director
Vintage Real Estate

PROGRAM DETAILS

\$50.00	SCDF Members
\$75.00	Non-Members
\$450.00	Event Sponsor (2 comps)
\$750.00	Table Sponsor (8 comps)
\$10.00	Onsite Fee

[Click Here to Register](#)