



# **Social Media Conference for PR, Marketing and Corporate Communications at Disney World**

**March 9-11, 2016**

Presented by:  **Magan** **PR Daily** **PRSA** Public Relations Society of America

#30in30

# Buckle Up.

## 30 Ideas In 30 Minutes – A Rapid-Fire Panel Discussion

Over the course of the next 30 minutes, these five panelists will share their best bite-sized tips across five of the most-important social media topics today.

Let's Break The Internet

Since you tweet faster than you write...  
...use the hashtag **#Ragan30in30**

**@jeremyporter**

**@brianrudolph**

**@LindsayRider**

**@jonilock**

**@NikkiH**

#30in30

# Global, Local & Hyper-Local

“Think Globally,  
Act Locally,  
Panic Internally.”

-Randy Glasbergen



# Crisis Communication

“Leaders used to be judged by how they responded in a crisis. Now they are judged by how well they anticipate one.”

-Wadah Khanfar

# Content & Storytelling

“Marketing is no longer about the stuff that you make, but about the stories that you tell.”

-Seth Godin

# Platforms

LinkedIn is for the people you know. Facebook is for the people you used to know. Twitter is for the people you want to know.

-Seth Godin



# Social Listening

Listening is one of the most important things a brand can do online. If your brand is just broadcasting it's own agenda, it isn't truly engaging in a conversation.

-Jeremy Goldman



# Pot Luck

Put your energy into creating things that are likeable, not some douche-y social media strategy.

-Matthew Inman (The Oatmeal)

The image features a light blue background with a pattern of white, five-pointed stars of varying sizes scattered throughout. A prominent, thick yellow border with elegant, flowing scrollwork and swirls frames the central area. In the center of this frame, the words "Thank you" are written in a simple, dark purple font.

Thank you