

Social Media

— LEADERSHIP COUNCIL —



Do you lead social media at your organization and find that any of these statements apply to you?

- *“I wish I had access to research and benchmarking to see how my organization’s social media program compares to others.”*
- *“Social media platforms change all the time. I would like to hear directly from platform experts about product updates and brand best practices.”*
- *“There are so many tools and vendors out there, and I don’t have the time or resources to try them all. I’d love to get honest advice from other professionals in my position.”*
- *“My team needs training to keep up with the constant changes in the industry, but I don’t have the travel budget to meet their needs.”*



What if you had a community of social media peers from leading organizations in the country to contact for advice?

Or unlimited access to conferences and on-demand virtual social media training featuring proven strategies and best practices from industry leaders?

Or a concierge service ready to cater to all your questions and networking needs?

Welcome to Ragan's Social Media Leadership Council—an exclusive, invitation-only membership organization for social media leaders like you.

What are the benefits of membership?

For the social media leader:

- **Access to a robust, private online community** to get real-time solutions for day-to-day challenges and answers to pressing questions.
- **Quarterly chair member-only calls** tackling emerging issues in social business, determined by members' needs.
- **Unlimited access to the Council's Concierge Service.** Need the latest research on a topic? Our staff will find it and deliver it to your inbox. Need an introduction to another social media leader? We'll connect you and facilitate the conversation.

For the social media team:

- **Five complimentary registrations to Ragan's conferences or workshops.** Use these free registrations for yourself or transfer them to a colleague. Simply call or email our concierge desk to register. There are more than 40 events to choose from in 2020 alone, and our nationally renowned social media conferences have included hosted events at Walt Disney World, LinkedIn, Facebook and Amazon. *Bonus:* After using your free registrations, you'll receive 50% off the registration price of any additional conferences or workshops you'd like to attend.
- **Regular research briefing reports** with the most relevant and crucial data for you and your team.
- **Monthly social media webinars and virtual summits** featuring the hottest topics, trends and case studies.
- **Unlimited access to [RaganTraining.com](https://www.ragantraining.com)**—the most extensive on-demand distance learning video training portal.
- **15% discount on all Ragan award programs.**



Why join us?

- **Unlimited access to resources for your whole team.** You'll be able to share access to on-demand training, research and content with your whole department.
- **Ragan's brand power.** We've been around for more than 50 years and have relationships with Fortune 1000 organizations, social platforms and social media industry leaders. We'll use that proven expertise and network to help you.
- **It's all about social, but not only.** With your unlimited access to the RaganTraining distance learning portal, you can learn new skills that will help you connect the dots between social media, internal communications, PR, executive communications and digital marketing.



Our promise:

- **We select senior media practitioners with proven experiences** in digital and social media communications for the Council.
- **You will not be sold to.** The Council is composed of practitioners. No vendors or service providers are allowed. Period.
- **You'll have access to around-the-clock service** from the Ragan Concierge Desk to help you answer your questions and connect you to the right expert or other Council members.

2020 CONFERENCES

Social Media for PR, Marketing and Communicators Conference @ Disney World

Orlando

March 11-13

Speechwriters and Public Affairs Conference

Washington D.C.

March 25-26

Best Practices in Internal Communications & Culture Conference @ Intuit

Mountain View, CA

April 21-23

PR Daily's Media Relations & Measurement Summit

New York City

May 14-15

Social Media & Digital Communications Conference @ Amazon Headquarters

Seattle

July 13-14

Brand Storytelling & Content Marketing Conference @ Target

Minneapolis

Aug. 4-6

Crisis Communications Conference

Washington D.C.

Sept. 16-17

Employee Communications, PR & Social Media Summit @ Microsoft

Seattle

Oct. 14-16

The Future of Communications Conference

TBD

Nov. 11-12

The Employee Experience Summit

TBD

Dec. 8-9

WORKSHOPS (more dates being added):

Brand Storytelling Workshop

Aug. 18: Chicago

Oct. 21: TBD

Strategic Communications Workshop

Feb. 20: San Francisco

April 28: Boston

Oct. 1: Atlanta

Dec. 7: Miami

Google for Communicators Boot Camp

May 7: New York City

Video and Podcasting Workshop

March 3: Chicago

Sept. 22: Denver

Crisis Communications Workshop

March 5: New York

July 21: Portland, OR

Business Boot Camp for Communicators

July 23: Chicago

Dec. 3: Washington D.C.

Communicating with Influence Workshop

May 20: Chicago

Change Management Communications Workshop

June 3: Minneapolis

Nov. 10: San Diego

Diversity & Inclusion Workshop

July 28: Washington D.C.

Writing Workshop

Oct. 29: Chicago

Jan. 17, 2020: 1 – 2:15 p.m. Central

- Topic: SEO, Google ads, and Google Analytics virtual summit

Feb. 21, 2020: 1 – 2:15 p.m. Central

- Topic: Top 5 social media channels virtual summit

March 13, 2020: 1 – 2:15 p.m. Central

- Topic: Graphics for Social Media virtual summit

April 7, 2020: 1 – 2:15 p.m. Central

- Topic: Hot Topic webinar

May 22, 2020: 1 – 2:15 p.m. Central

- Topic: Brand Journalism webinar

June 12, 2020: 1 – 2:15 p.m. Central

- Topic: PESO virtual summit

July 17, 2020: 1 – 2:15 p.m. Central

- Topic: Employees as brand advocates virtual summit

Aug. 7, 2020: 1 – 2:15 p.m. Central

- Topic: Why good design and aesthetics are essential to PR and engagement virtual summit

Sept. 18, 2020: 1 – 2:15 p.m. Central

- Topic: 4 step process for using influencers to boost engagement virtual summit

Oct. 21, 2020: 1 – 2:15 p.m. Central

- Topic: Hot Topic webinar

Nov. 6, 2020: 12 – 2:30 p.m. Central

- Topic: Infographics virtual summit

Dec. 9, 2020: 12-2:30 p.m. Central

- Topic: Hot Topic webinar

*Times are subject to change

		Small Team (Team of 3)	Large Team (Team of 10)
Five free passes to Ragan conferences or workshops	Use these free registrations yourself or transfer them to your team members. After you use your four free passes, enjoy 50% off the price of any additional events.	\$ 6,000	\$ 6,000
Access to the Council Concierge Service	Save yourself and your team time by asking us your most pressing communications questions. We'll send you a curated list of resources, best practices, data or networking connections tailored to your needs.	✓	✓
Access to our exclusive leadership community portal	Immediately connect with other senior leaders to share resources, best practices, tools and information in a confidential community.	Available with the membership	Available with the membership
Invitation to quarterly leadership calls	Each call focuses on a burning topic suggested by you.	\$ 1,200	\$ 1,200
Exclusive market research	We'll save you the time of hunting down the latest industry research by delivering the data that matters most to you.	\$ 6,000	\$ 6,000
Monthly social media webinars	Enjoy team access to these virtual events featuring the hottest topics, trends and case studies.	\$ 10,800	\$ 36,000
Unlimited access to Ragan Training	Provide your team with more than 600 hours of on-demand communications training.	\$ 3,885	\$ 12,950
Total cost a la carte		\$ 27,885	\$ 62,150
Cost of Social Media Leadership Council membership		\$ 12,500	\$ 12,500
Savings		\$ 15,385	\$ 49,650



Ragan is celebrating its 50th anniversary as the most trusted source of training, networking and problem-solving for communicators.

The Social Media Leadership Council is your ticket to all the resources that Ragan brings to the industry—**plus** access to your senior-level peers.

Regular Annual Dues: \$12,500

