

# **Social Media Engagement: Instagram and Facebook Live Webinar**

## **Social Media Engagement: Instagram and Facebook Live**

**Tuesday, June 9, 2020**

**2:15 pm ET / 11:15 am PT**

Our nation is in crisis and we're consuming more social media in order to maintain our connection to others. Establish your business page as the host for important virtual conversations, the community engagement your followers expect. Learn the steps to go Live on Facebook and Instagram simultaneously, tips for collaborating with partners, and how to extend the life of these videos online. Best practices will be shared along with guidance for engaging with your audience before, during and after the conversation. Join our webinar to access the right tools for a purposeful social media strategy in the time of COVID-19 and stay-at-home orders.

Join this free, 60-minute webinar where we will discuss:

1. Going Live on Facebook and Instagram.
2. Create a Streaming Experience with Facebook Premiere.
3. Partner Collaborations: Best Practices.
4. Social Media Engagement Before, During and After Live Conversations.

### **Presenters:**

**Kathleen Franks** is the Communications and Marketing Manager at Mental Health America of Greater Houston. In her role, she is responsible for the brand identity, communication and public relations strategies, with a strong commitment to promote good mental health for all. Kathleen is experienced in communicating health and wellness messages and works to combat misinformation with credible sources. In the time of COVID-19 and stay at home orders, everyone has their attention online and this means an increase in social media engagement. She knew the way her organization engaged with followers had to change and has guided a series of several successful live conversations for MHA of Greater Houston.

## **Status message**

Sorry...This form is closed to new submissions.