

5th Annual Oneida SOCIAL MEDIA WORKSHOP

WHAT WE'RE DOING

7
:30
Registration
Breakfast

8
:00

Conference welcome & kickoff

8
:30

Joan Malcheski - "Keynote Speaker"

Director of Brand and Marketing has become her current role with the team and is truly her passion. Through this new area, she aims to deliver impactful strategies, layouts and campaigns that inspire forward thinking and encourage various audiences to take actions.

8
:55
Break

Kiar Olsen - "Monitoring Your Brand and Feeling Good About It"

This session will help businesses and individuals who want to track and analyze their brand. By utilizing some free and paid tools, you will be able to not only monitor what others are saying about your brand but see what is working or not working in any of your campaigns. This session is a must for people who need to track everything!

9
:05

Nina Rouse - "The CliffNotes Guide to Social Media"

This session will cover some of the basic guiding principles of social media marketing. We will discuss the golden rule of being an effective social media marketing: creating value. Then, we will explore some of the characteristics that make for valuable social media posts, and successful social media channels.

9
:45
Break

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10
:35
Break

10
:45

Bobbie Webster - "The Oneida Branding Initiative"

A brief overview of the history of branding for the Oneida Tribe of Indians of Wisconsin and the transition of the brand for the Oneida Nation.

11
:25
Lunch



ONEIDA