

Set Up for Social Media Success



Brand: Heartbeat Academy
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Description

Experiencing success through social media is a marathon, not a sprint. In this session, you'll join Heartbeat Media Specialist, Lauren Bell as we look at how to set your organization up for success on social media through setting goals, identifying platforms where you'll find the most success, creating compelling content, effective advertising, branding your social media accounts, and many more tips, tricks, and shortcuts for social media success!

*Presented by Lauren Bell, Media Specialist
Heartbeat International*

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About the Presenter

Lauren has been working as a Media Specialist at Heartbeat International since 2010. Prior to working for Heartbeat, Lauren worked for several churches around the U.S. doing video production and design.

Over the past 10 years, Lauren has grown Heartbeat's social media following from just over 1,000 followers to nearly 300,000 followers. Lauren also has the privilege to serve

in a variety of additional roles at Heartbeat, including graphic designer, web content manager, development email campaign manager, and coordinator of Heartbeat's Babies Go to Congress.