



# Earned Media and Social Media Training by



## **1<sup>st</sup> session: Earned Media Training, Friday October 3<sup>rd</sup> 10:00am-12:30pm**

- Understand how the media think about a story, and how you can engage them in a way that can advantage your goals
- Learn to identify, hone and deliver your messages in one-on-one and team settings
- Become prepared for interviews or public speaking engagements on racial justice and racial equity issues

## **2<sup>nd</sup> session: Social Media Training, Friday October 3<sup>rd</sup> 1:30pm-4:00pm**

- Why social media should be part of an organization's integrated communication and advocacy strategy
- Tools and tips on how to successfully use the various social media channels
- How to create and curate meaningful content and engage with audiences
- How to leverage social media for advocacy

**Deadline to registration:** Wednesday, October 1 (Additional members can be added upon request)

*The training will take place at:*

**The Boone Family Foundation  
5949 Sherry Lane, Suite 1010, Dallas TX**

*Previous media/marketing experience is not required but we encourage participants in the second session to have and be ready to use their social media accounts.*

Sessions will be conducted by Sid Balman, Alan Rosenblatt and Violet Tsagka from turner4D, a communications and strategy firm based in DC.

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