



Marketing Your Practice Through Social Media

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Timed Agenda/Outline for IACP Forum Workshop Proposal – 2019:

Minutes	Agenda/Outline
10	Introduction of self and attendees
10	Understanding Old Versus New Media
10	Differentiating between social media and social networks
10	Differentiating between types of social media/network platforms
10	Determining what is right for you – group discussion
20	Learning engagement strategies to put the social into social media
15	Practicing with one's own social media and seeing who gets the fastest response!
5	Wrap up