



Strategic Social Media for Rural Health Stakeholders

WEBINAR

For rural health organizations, engaging stakeholders using social media is an essential business practice. NOSORH is pleased to present a special three-part series on social media strategy facilitated by Impact! Communications, Inc., experts in rural health communication strategy.

Take your #PowerofRural communications efforts to a higher level and register for all three in the series!

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Session 1: Better than Basic Training on Social Media Strategy

August 12, 2021

2:00-3:30pm ET

[Register](#)

Presenter: Michelle Rathman, President, Impact! Communications, Inc.

During this 90-minute session, participants will explore social media strategy, why to use it, when to use it, and how to develop content designed to engage. The session will also provide an overview of social media channels, defining your audience and goals, and tips on how to make social media matter to your organization.

Session 2: Social Media Blast Training 1

August 19, 2021

2:00-3:00 pm ET

[Register](#)

Presenter: Sarah Staub, Lead Designer, Impact! Communications, Inc.

During this 1-hour session, participants will be provided with an overview of how to select channels and handles, some tools of the trade, and a deeper dive into content development from a designer's perspective.

Session 3: Social Media Blast Training 2

August 26, 2021

2:00-3:00 pm ET

[Register](#)

Presenter: Sarah Staub, Lead Designer, Impact! Communications, Inc.

During this final 1-hour session, participants will be provided with an overview of the social media marketing funnel, social media advertising, ROI, and a high-level look at analytics.

National Organization of
State Offices of Rural Health

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