

SOCIAL MEDIA

How to Create Your 2021 Social Media Plan



In this session, presented by keynote speaker and author, Katie Lance - Katie will do a deep dive into how to plan out your 2021 social media plan. She will be covering tips for effective time blocking, how to create a 12-month content calendar, tips for batching and repurposing content and best-practices for maximizing social media in 2021 (and beyond!)



Katie's Bio: Katie is a respected industry speaker, coach and author. Her passion is social media for real estate. For the past 10 years Katie has been working with agents and brokers to help them get smarter about how to use social media to grow their business.

Her specialty is in helping real estate agents and brokers achieve big results using social media WITHOUT spending a ton of time! She is also the author of the best-selling book, #GetSocialSmart and the founder of the #GetSocialSmart Academy. Katie has been named one of the most 100 influential people in real estate by Inman News and is a frequent contributor to The Huffington Post. She lives in the San Francisco Bay Area with her husband and 2 beautiful boys.

October 7, 2020

12—1 pm

Virtual Webinar

Registration deadline:

10/05/2020

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