

From: PR Webinars <pr_news@accessintel.com>
To: Mayer, DougDougMayer@gov.sc.gov
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Subject: Chobani's Social Media Strategist to Share Instagram Tips on Oct. 27

Instagram Stories Webinar for Communications Professionals

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Is your brand effectively connecting with Instagram's 500 million+ users?

Thursday, October 27
1:30 p.m. – 3 p.m. ET

Join PR News for this informative webinar this Thursday, where we'll discuss the tools and strategies you can utilize to engage with your followers through Instagram Stories. Our speakers will share what works and what doesn't, how to capture an audience and keep them coming back for more, plus how to use Instagram's integrated analytics to prove the value of the platform to the C-Suite.

Learn how to:

- Develop visual ideas for Instagram, even if you're a B2B brand or a nonprofit organization
- Understand and appreciate the differences and similarities between Instagram Stories and Snapchat
- Find and work with influencers and thought leaders who will share your content on Instagram
- Get the most out of Instagram Stories even as a one-person team
- Share content across platforms to maximize viewership
- Measure Instagram's value for your brand
- Share your organization's behind-the-scenes content on Instagram
- Capture visual moments that humanize your brand

Attend this Webinar and Get:

- One full year of online access to the on demand version
- Full access to all speaker presentations
- Webinar certificate of completion

More from PR News:

- [Nonprofit PR Awards Deadline Oct. 28](#)
- [Google for Communicators Boot Camp Nov. 17 in NYC - Early Bird ends Oct. 28](#)
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Questions:

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