IREM® Global Summit

Friday, October 13, 2017
2:15 PM – 3:45 PM

Session Title:
"Creating Value Through Social Media"

Speaker:
Eric Brey, PhD
University of Wisconsin-Stout
School of Hospitality Leadership
Menomonie, WI
Social Media Content

Social media content can either engage or distance customers from your brand. These general content types provide a starting point from which all organizations can begin to build their social media content plan.