

COMMUNITY PARTNER TRAINING

Social Media for Social Good:

How Nonprofits Can Use Social Media
to Accomplish Their Missions

Thursday, February 8, 2018 @ 1-2:30 p.m.

Location: Auburn Chamber of Commerce (714 E. Glenn Ave.)

Helpful tips on how to develop social media strategies and campaigns that engage, create trust, and move stakeholders to action.



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Mr. Emory Serviss is the Program Champion in the Department of Marketing within the Harbert College of Business at Auburn University. He is responsible for integrating academic requirements, employer needs, and student preferences into a holistic program that promotes student entry into their chosen career field. He is also the instructor for Marketing on the Internet an undergraduate marketing elective. Serviss is a highly accomplished digital strategist and marketing professional with over twenty years of experience in a variety of industries. He strives to



combine research data, technology, and user experience to develop interactive marketing strategies that create engaging digital experiences resulting in increased revenue and profitability.

Please contact Anton Ware at alw0099@auburn.edu if you would like to reserve a seat. The session is free and open to the public. Light refreshments will be provided.