

January 2019 Dinner Meeting



The Psychology of Social: Creating Content that Gets Likes and Shares

Speaker: Rachel Koning

An effective social media strategy takes more than posting the occasional pretty picture. We'll discuss the types of images and content you can (and should) be posting that resonate with your audience and elicit a memorable response. Grow your online engagement with a strategy that's branded, intentional and remarkable, and build a following that's emotionally invested in spreading your business's message.

Rachel Koning is a Southern Oregon native with over a decade of social media marketing and copywriting experience in a wide range of industries, including wineries, breweries, authors, life coaches, manufacturers, website developers, retailers and more. When she's not typing away at her computer (for either work or her writing club), you can usually find Rachel with her family camping, running or otherwise traipsing outdoors.



When Thursday, January 10, 2019
5:30 Networking
6:00 Dinner and Introductions
7:00 Program
8:00 Meeting Ends

Where Rogue Regency Inn
2300 Biddle Road, Medford

Cost Member - \$ 26* Non-member - \$ 31*

Menu **Regular** entrée – Chicken Piccata

Vegetarian option – Fettuccini Alfredo
(please request when registering)

The meal also includes: Tossed green salad, red roasted potatoes, sautéed green beans, rolls and butter.
Dessert: Apple Cranberry Crisp w/ oatmeal cookie crumble
Coffee (regular and decaf), tea (hot and iced)

***Get a \$3 discount for online registration and prepayment at wesoweb.org!**

Prepay an online reservation or call Cat Carroll at 541-890-4266. (Also call Cat about food allergies, cancellations, or other questions about registration.) Please submit your reservation request (online payment or phone) by 9:00 p.m. on January 7th. Reservations made after this cut-off date cannot be guaranteed. Cancellations must be received by that date or you will be responsible for payment of the uncancelled event.