



MASTER THE SOCIAL MEDIA PLAYBOOK

Discover how your FIU department can transform social media into tools for storytelling, engagement, and growth.

In an era where students, faculty, alumni, and prospective applicants live online, social media is more than a communications channel, it's a brand defining space. This session will explore **how FIU can leverage organic and paid social media** to build community, tell compelling stories, and drive action across diverse programs and departments.

Key Topics:

- Strategies for Instagram, LinkedIn & Facebook
- Crafting high-impact content
- Content calendars & student-generated campaigns
- Driving engagement with paid ads
- Measuring success with key tools & KPIs

WEDNESDAY, OCTOBER 22ND, 2025
2:00 PM - 4:00 PM ET
ROOM CBC 240

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