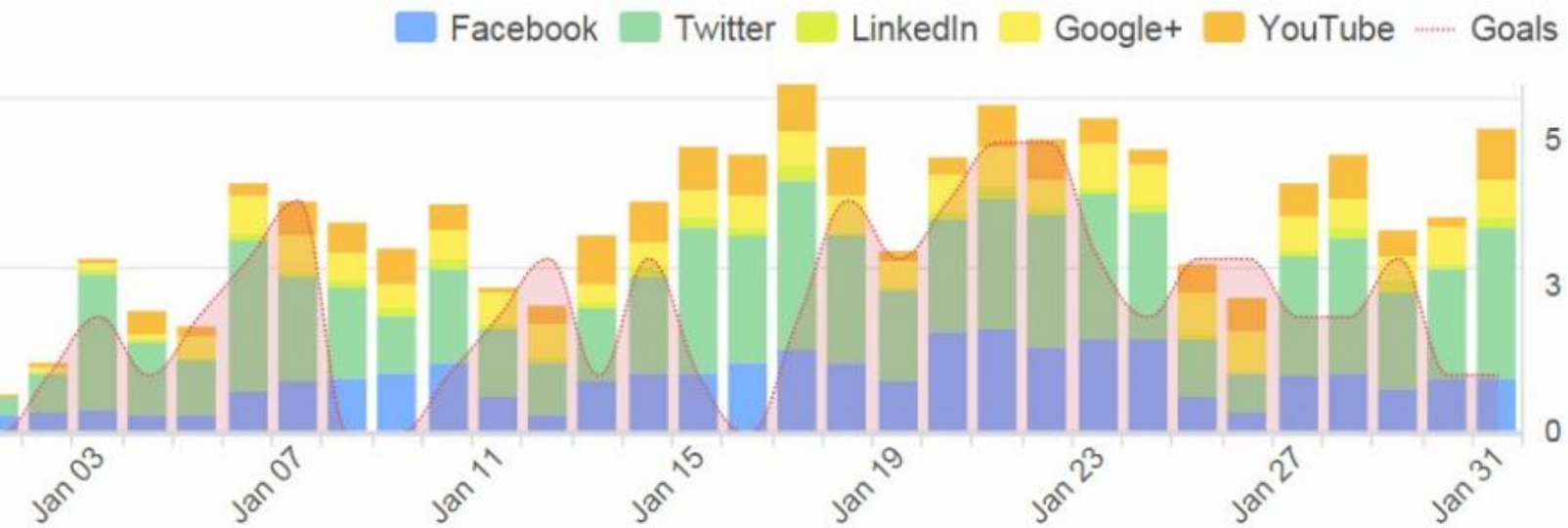


Wednesday, Nov. 10

Noon to 1 p.m. Pacific Time

Beyond Vanity Metrics



Where Social Meets Business Featuring

Aurora Meyer, APR

- ❖ Communications Manager for *Columbia Public Schools*
- ❖ Mid-State Director for *Missouri School Public Relations Assoc.*
 - ❖ APR Co-Chair for *St. Louis Chapter, PRSA*



“Together we’ll cover a whole slew of best practices designed to help us pivot, change and do things better.”

Moderated by Mike Paoli, Co-President for *Mid-Columbia Chapter, PRSA*

Current Trends

Beyond the Metrics

Cross-Platform Campaigns

Testing & Optimization

Tracking & Measuring

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