



## NONPROFIT SOCIAL MEDIA SUMMIT

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# AGENDA - Wednesday, November 1, 2023

**\*\*All times are Eastern**

**1:00 - 2:00 PM Live Coaching for One Nonprofit's Social Media Strategy - see what's working and what can be improved, in real time!**

- Julia Campbell, host of the Nonprofit Social Media Summit and creator of Social Media for Social Good Academy
- Tim Sarrantonio, Director of Corporate Brand, Neon One

**2:00 - 2:45 PM Ignite Your Impact: How to Boost Your Cause with LinkedIn and Actionable AI Strategies**

Angela Pitter, CEO, LiveWire Collaborative

**2:45 - 3:30 PM Unlocking The Power of AI for Social Media Content Creation**

Josh Hirsch, Senior Strategist for Soukup Strategic Solutions

**3:30 - 4:15 PM Social Media for Volunteer Recruitment and Engagement**

Geng Wang, CEO and Founder, CivicChamps

**4:15 - 5:00 PM Play It Again, Sam: How (and Why) to Create Content You Can Share & Share Again**

Speaker: Abby Jarvis, Neon One

# AGENDA - Thursday, November 2, 2023

## **1:00 - 1:45 PM Keynote - Your Story is Worthy Too**

Dana Snyder, CEO, Positive Equation and Host, Mission to Movements podcast

## **1:45 - 2:00 Intro to Day 2 - Let's Get Excited!**

- Julia Campbell, host of the Nonprofit Social Media Summit and creator of Social Media for Social Good Academy
- Tim Sarrantonio, Director of Corporate Brand, Neon One

## **2:00 - 2:45 PM Meta Ads Trends and The Rise of ChatGPT for Ad Creation**

Susu Wong, Founder of Tomo360 & Co-Founder of Women Accelerators

## **2:45 - 3:30 PM Maximizing Donations Through YouTube Fundraising Strategies**

Adora Drake, Principal of High Spirits Essentials Marketing, LLC

## **3:30 - 4:15 PM Influencer Marketing Best Practices from the Nonprofit Trenches**

- Ash Collins, Influencer Relations Specialist at Best Friends Animal Society
- Emilie Rackovan, Social Media Fundraising Specialist at Best Friends Animal Society

## **4:15 - 5:00 PM Closing Keynote**

Kia Croom, CEO, Kia Croom Fundraising & Philanthropy, Inc.

## **5:00 - 5:30 PM Wrap-Up - How to Put the Summit Into Action**

Julia Campbell, host of the Nonprofit Social Media Summit and creator of Social Media for Social Good Academy

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## GET THE PREMIUM PASS!

To level up your experience and add on to your learning, opt for the Premium Pass!

The Premium Pass includes all of the recordings and slide decks, so you can watch and review all of the sessions on your own time or with your team. *(This is NOT included with the Free Ticket.)*

Go to the registration page and purchase the Premium Pass today:

<https://neonone.com/nonprofit-social-media-summit-2023/>

What the Premium Pass includes:

**1) All of the session recordings and slide decks.**

Get the recordings and slides to review at your convenience or with your team!

**2) Exclusive access to a special bonus live training with Julia Campbell: *How to Plan Your 2024 Communications Calendar***

This training will be presented live on Tuesday, December 12 at 3 PM EST (you'll get the recording, slides, and all bonus materials if you can't attend live).

PLEASE NOTE: Purchasing the Premium Pass is the only way to get access to the live training!

**3) Bonus on-demand training: *How to Leverage TikTok for Nonprofit Marketing and Fundraising***

4) More bonuses to come...

**[Register here for the Premium Pass!](https://neonone.com/nonprofit-social-media-summit-2023/)**