



**Chesapeake Chapter Membership Meeting**  
**June 13, 2024**  
**10am – 12pm**  
**Clark Communications Offices**  
**2273 Research Blvd., Suite 375**  
**Rockville, MD**  
**Hybrid**

### **USING SOCIAL MARKETING WITH SOCIAL MEDIA**

- |  |                           |
|--|---------------------------|
| <b>1. Welcome &amp; Introductions</b>                                    | <b>Chapter President</b>  |
| <b>2. Chapter Updates</b>  | <b>Chapter Leadership</b> |
| <b>3. Workshop</b>   |                           |
| • Jonathan Nevius – Data Driven Social Marketing Strategies              |                           |
| • Jayna Stevenson – Understanding Platforms and Putting Them Into Action |                           |
| <b>4. Wrap-Up – Q&amp;A, Discussion</b>                                  | <b>All</b>                |
| <b>5. Networking Lunch (bring your own)</b>                              | <b>12-1pm</b>             |
| a. <i>Professional Development</i> Committee                             | Chair Name                |
| <b>6. Adjournment</b>  |                           |