



# HERITAGE HIGHER EDUCATION

CREATE, POST,  
ENGAGE!

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INSTRUCTED BY  
MEGAN EAVES

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PROVIDED BY  
TITLE RESOURCES  
GUARANTY  
COMPANY #0245

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ZOOM APP AND  
CAMERA REQUIRED  
FOR CE CREDIT

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RSVP TO  
LEA HOLUBEC AT  
HIGHEREDUCATION@  
HERITAGE-TITLE.COM



## *Create, Post, Engage! - Getting the Most out of Social Media*

1 HOUR CE COURSE #39434

*The goal of social media is to build relationships with friends, family, and customers; but with ever changing algorithms and constant platform updates, it's easy to get behind the curve and feel overwhelmed. In this class, we will discuss the overall goal of social media, explain newsfeed algorithms and ranking signals, share content ideas that will result in a higher Reach, discuss the best times to post, and end with things to avoid.*

**WHEN:**

WEDNESDAY, JANUARY 27  
10:30 AM - 11:30 AM

**WHERE:**

ONLINE ZOOM MEETING  
I WILL SEND THE LINK TO JOIN THE CLASS  
AFTER YOU ARE SIGNED UP!

**COST:**

\$10: PAYABLE WITH A CREDIT CARD