

Oregon Executives Association Social Media Strategy



Oregon Executives Association

You are invited to join us
for an OEA Executive
Development Series:

May 7th
11:00am-1:00pm
Moda Center
Rose Room

Free Parking | Free Lunch
RSVP: info@oregonexecutives.com

JR Hinds, Owner of
Hinds & Associates and
Jamie Teasdale, Senior
Growth Strategist at
Propel Businessworks
will show you how to
make social media work
for your business.

Hinds & Associates
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Social media should be about building relationships. Being social online can create loyal brand adopters. Starting with the basics we'll cover engagement strategies aimed toward making your social presence work for you. LinkedIn and Facebook are great tools for that, but you need to understand how/why they are different and how to use them properly and effectively. This seminar will also include an overview of other social media platforms that small to medium businesses should consider as part of their digital strategy.



LinkedIn Learning Objectives:

- Does it make sense to pay for LinkedIn?
- Creating a 'connection' strategy.
- What to do with your time on LinkedIn?



Facebook Learning Objectives:

- What to include in your social profiles.
- How and why to use a business page vs. a personal profile.
- How to connect with donors personally on Facebook; what to say, when to say it, and how often.

JR Hinds is a 3rd generation Portland insurance broker with Hinds & Associates. He began his own agency in 1999 and now over 95% of his clients come through referrals. He helps businesses, non-profits, and individuals through the complex issues of health insurance and the Affordable Care Act. Working almost exclusively by referral, he realized the value of LinkedIn shortly after the site went live. JR has been giving presentations on the topic of developing professional relationships through LinkedIn for over 3 years. He's presented to businesses, charitable organizations, Chambers of Commerce and other groups well over 50 times.



Jamie Teasdale is Founder and Senior Growth Strategist at Propel Businessworks, a Portland-based company that provides strategic planning, development and promotion services for small and medium sized businesses. She is a frequent speaker on social media and digital strategies.

