

## Social Media Workshop for SALI Members Only

### June 7<sup>th</sup>, 1:00 – 2:00PM

This is another in a series of workshops that are free to SALI Members  
Please register with Ellen Tuttle [ellen.tuttle@att.net](mailto:ellen.tuttle@att.net)

*Jacie Farris, owner of Jacie Creatives, believes in the power of storytelling. Her business is two-pronged: on the one side is lifestyle photography for families and children, and on the other side is freelance marketing for small businesses and nonprofits. Her belief in storytelling allows her to use multiple tools, from still photos and videos to social media and advertising, to bring emotion and connection to any project. After graduating from Franklin College in 2013, Jacie served in digital marketing and communications roles in various industries while building her photography business. In 2022, she started Jacie Creatives and has been her own boss ever since! Through travel and virtual communication tools, Jacie Creatives has worked with individuals, families, businesses, and nonprofits across the country. In her free time, Jacie enjoys playing with her twin boys, volunteering at church, traveling, and reading.*

**If you have specific questions, Jacie would love to get them about a week before the workshop, if at all possible. It will help her gauge the proficiency level of the room. You can pass them on to Ellen when you register.**

1. Do you use social media, like Facebook or Instagram, for personal or business reasons?
2. What is your preferred method of communication: a social media platform, email, calling, texting?
3. Do you have a preferred social media platform?
4. When it comes to using websites and social media to market your work are you excited, nervous, overwhelmed, or uninterested?
5. What are your overall marketing goals? Are you trying to build a regular clientele, sell a few pieces, gain awareness of your business, or something else?

