

# SOCIAL MEDIA PRESENTATIONS



**#Strella**  
SOCIAL MEDIA

www.strellasocialmedia.com  
rachel@strellasocialmedia.com • 717.649.4947

**RACHEL STRELLA** CEO OF STRELLA SOCIAL MEDIA

## PAST PRESENTATIONS

- **SOCIAL MEDIA RULES OF ENGAGEMENT**

Bucks County Bar Association  
December 17, 2014

- **LEVERAGING LINKEDIN FOR B2B: TRANSITIONING CONTACTS TO CLIENTS**

SMPS, Central PA  
October 22, 2014

- **SOCIAL MEDIA BEST PRACTICES FOR REGULATED INDUSTRIES**

Metric Stream Webinar  
September 17, 2014

- **CREATE A BRAND THAT'S IN DEMAND**

Greater Susquehanna Valley Chamber of Commerce  
October 3, 2013

- **LEVERAGING THE BIG 3: FACEBOOK, LINKEDIN & TWITTER**

Business Women's Forum, local Chambers of Commerce  
April 24, 2013

- **CREATING A SOCIAL MEDIA PLAN THAT WORKS**

Executive Women International & Delaware Valley CUES  
April 18 & March 20, 2013

- **SOCIAL MEDIA ROI**

Volunteers of America  
March 13, 2013

- **SOCIAL MEDIA IN HIGHER EDUCATION**

Harrisburg Area Community College - Student Services Retreat  
March 12, 2013

- **TWITTER 101 WORKSHOP**

Self-hosted Event  
February 7, 2013

# RACHEL STRELLA'S PAST PRESENTATIONS

(CONTINUED)

- **MARKET LIKE A SUPERSTAR...ON A BUDGET!**

Harrisburg Chamber - Making it Happen!  
October 24, 2012

- **SOCIAL MEDIA IN REGULATED INDUSTRIES**

Pennsylvania Association of Community Bankers  
October 17, 2012

- **SOCIAL MEDIA RULES OF ENGAGEMENT**

Pennsylvania Credit Union Association  
October 11, 2012

- **BRAND YOUR BUSINESS WITH YOUTUBE**

Self-hosted Event  
September 20 & August 23, 2012

- **THE ABC'S OF SOCIAL MEDIA ROI**

Inspired Women in Business and Life  
July 12 and 13, 2012

- **FACEBOOK: BUSINESS VS. PERSONAL**

Carlisle Area Personnel Association  
June 13, 2012

- **SOCIAL NETWORKING AND THE JOB SEARCH**

Harrisburg, PA - Social Media Summit  
May 23, 2012

- **FACEBOOK AND LINKEDIN FOR BUSINESS**

Harrisburg Chamber - Chamber Business Women  
April 18, 2012

- **SOCIAL MEDIA & PERSONAL BRANDING: LANDING YOUR DREAM JOB**

Harrisburg Area Community College - Career Fair Panel Discussion  
March 8, 2012

- **SOCIAL MEDIA FOR COLLEGE RECRUITMENT**

Harrisburg Area Community College - Divisional Services Retreat  
March 2, 2012

- **THE NUTS AND BOLTS OF SOCIAL MEDIA**

Harrisburg Regional Chamber and Carlisle Regional Chamber - Making It Happen!  
January 17, 2012

- **THE DO'S AND DON'T OF SOCIAL MEDIA**

Harrisburg Regional Chamber - Good Morning Harrisburg  
October 11, 2011

**EMAIL [RACHEL@STRELLASOCIALMEDIA.COM](mailto:RACHEL@STRELLASOCIALMEDIA.COM) TODAY TO BOOK YOUR PRESENTATION!**