

# SOCIAL MEDIA PRESENTATIONS



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**RACHEL STRELLA** CEO OF STRELLA SOCIAL MEDIA

## PAST PRESENTATIONS

- **PERSONAL BRANDING FOR WEDDING PROFESSIONALS**

Wedding Focus Forum  
November 2016

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

ABWA Camelot Chapter  
August 2016

- **ATTRACTING DONORS**

Central Penn College Education Foundation Trustees Board Retreat  
June 2016

- **YOUR ONLINE PRESENCE: PUTTING YOUR BEST FOOT FORWARD**

Business Women's Forum  
May 2016

- **USING THE WEB TO FIND PROSPECTIVE EMPLOYEES WITH DISABILITIES**

AHEDD Webinar  
March 2016

- **SOCIAL MEDIA COMPLIANCE: IMPERATIVE FOR BRAND PROTECTION IN THE DIGITAL AGE**

Metric Stream Webinar  
August 2015

- **SOCIAL MEDIA RULES OF ENGAGEMENT**

Bucks County Bar Association  
December 2014

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

SMPS, Central PA  
October 2014

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

Metric Stream Webinar  
September 2014

## RACHEL STRELLA'S PAST PRESENTATIONS (CONTINUED)

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

Greater Susquehanna Valley Chamber of Commerce  
October 2013

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

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

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

Executive Women International & Delaware Valley CUES  
April & May 2013

- **SOCIAL MEDIA IN HIGHER EDUCATION**

Harrisburg Area Community College - Student Services Retreat  
March 2013

- **TWITTER 101 WORKSHOP**

Self-hosted Event  
February 2013

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

Harrisburg Chamber - Making it Happen!  
October 2012

- **SOCIAL MEDIA IN REGULATED INDUSTRIES**

Pennsylvania Association of Community Bankers  
October 2012

- **SOCIAL MEDIA RULES OF ENGAGEMENT**

Pennsylvania Credit Union Association  
October 2012

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

Inspired Women in Business and Life  
July 2012

- **SOCIAL NETWORKING AND THE JOB SEARCH**

Harrisburg, PA - Social Media Summit  
May 2012

- **FACEBOOK AND LINKEDIN FOR BUSINESS**

Harrisburg Chamber - Chamber Business Women  
April 2012

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

Harrisburg Area Community College - Career Fair Panel Discussion  
March 2012

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