



# SOCIAL MEDIA 101

WEDNESDAY, APRIL 14 @ 12 PM

REGISTER TODAY:

[CASBDC.BIZ/SOCIAL101](https://casbdc.biz/social101)



PENDLETON  
MARKETING AGENCY

Join us on this webinar, hosted by

**Kayla Pendleton, to learn:**

- Why Social Media
- Paid VS organic reach
- What your strategy should be & why?
- Basic overview of most popular platforms and what audience is there
- Personal VS Business pages

Contact: (888) 842-3415 [casbdc@ucmerced.edu](mailto:casbdc@ucmerced.edu)

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