

MONDAY, MARCH 30, 2020

Social Media Tips During Moments of Crisis

March 30, 2020
1pm – 1:45pm EST

Zoom Meeting

Information on how to join will be sent
once registered

Registration:

<https://clients.msbdc.org/workshop.aspx?ekey=60400007>



SPEAKER: Katelin Cwieka

Marketing, PR & Communications Professional
MBA Candidate Isenberg School of Management
AVP – Communications Manager, Marketing for Avidia Bank

Kate joined Avidia Bank in April 2015 from a local marketing agency, where Kate brought a fresh perspective on social media and content marketing to a traditionally stale industry including launching a social media employee advocacy program. Kate also teaches Marketing and Personal Branding Classes at the Center for Women and Enterprise. Additionally, she sits on the Board of Directors for Leadership MetroWest and for the MetroWest Women's Network.



Brought to you by the WesternMass Business Technical Assistance Collaboration: [Center for Women and Enterprise](#), [Common Capital](#), [Franklin County CDC](#), [MA Small Business Development Center](#), [SCORE of Western Mass](#), and [Valley CDC](#)



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