

# Roundtable Discussion:

## Using social media to engage stakeholders



Marketing and communications are constantly evolving. Use of social media is one way an organization can maximize resources and increase the reach of their messages. How does your organization leverage the power of social media to engage your stakeholders?

Gather with marketing and communications colleagues from across the EAGLE network to share insights and best practices related to:

- Storytelling with clients and staff
- Managing multiple platforms
- Reaching target markets
- Promoting your EAGLE accreditation
- Benchmarking and goal setting

Please join us for this informal conversation and be prepared to share what is working well for your organization and where you could use some fresh ideas!

**Date:** **Wednesday, November 16**

**Time:** **11:00 A.M. – Noon (Eastern)**



Access Code: [859 5507 6490](#)

Password: [488428](#)

Click [here](#) to find your local number.

**Mark your calendar for our network calls in 2023 – all dates at 11 a.m. (Eastern):  
January 18, March 15, May 17, September 20, November 15**

Be sure to explore the resources in the EAGLE Communications Toolbox and use them to showcase your faith-based accreditation in printed materials and on-line platforms. Find ways to connect your great work with EAGLE's 10 Principles of service and operational excellence.