

The Louisiana Department of Insurance Presents



## Social Media Workshop

Louisiana Department of Insurance  
1702 North 3<sup>rd</sup> Street, Baton Rouge  
Plaza Hearing Room

### Tentative Agenda

8:30 AM – 9:00 AM	Check-In, Networking, Continental Breakfast
9:00 AM – 9:10 AM	Welcome John Tobler, Deputy Commissioner of Public Affairs
9:10 AM – 10:30 AM	Building an Effective Social Media Plan Brandi Boatner, Brand Communications Manager, IBM Corporate Communications
10:30 AM – 10:45 AM	Break
10:45 AM – 11:00 AM	Working with the Department of Insurance
11:00 AM – 12:00 PM	Social Media Analytics Brandi Boatner, Brand Communications Manager, IBM Corporate Communications

\*This event is co-sponsored by the Independent Insurance Agents and Brokers of Louisiana, the Professional Insurance Agents of Louisiana, and the Health Agents for America.