Dear [supervisor’s name],

We’ve seen the buzz that brands can get from having one tweet or video go viral—but we should think bigger.

To gain lasting engagement and loyalty, we have to create a forward-thinking, strategic plan for our social media efforts.

Ragan Communications’ **Social Media Conference for PR, Marketing and Corporate Communications at Disney World** features experts who have done just that—and are eager to share their tactics.

By attending, I’ll get in-depth training on how to:

* Develop a consistent and clear brand voice across different platforms
* Turn employees into valuable ambassadors for our brand
* Identify which types of paid content will win us the most reach and engagement
* Use social listening to understand what types of content make our audience tick
* Identify which numbers we should be tracking on social media—and ditch vanity metrics
* Reach new audiences by breaking into niche and emerging social media platforms

This is a chance for us to learn from some of the top social media practitioners in the country—including experts from Disney Parks, Twitter, Grubhub, American Airlines and more.

I also believe the three pre-conference workshops will prove invaluable to our social media success. They’ll show me how to create exceptional videos, become a stronger storyteller and work with influencers to increase our reach.

The reputation of our organization relies on our ability to craft a strong online presence. By going to this conference, I’ll be able to adopt the innovative practices we need to stand out from competitors, earn audience engagement and win customer loyalty.

[Your name]