



# Stu News Laguna

Stu Saffer's Laguna Beach News and Community Forum



## LBCF social media for social good – Part II on June 18

Shaena Stabler, Stu News Laguna Co-Owner, filled the house as she kicked off a two-part series last month with the Laguna Beach Community Foundation on social media and the positive affects a robust social media presence can have on an organization. On June 18, from 12:15 - 1 p.m., the conversation will continue with Brian Ross Adams, Founder of Trusted Messenger Marketing (TMM), an Online Branding and Social Media Consultant specializing in political campaigns, nonprofits, small businesses, artists, advocacy campaigns and public figures.

“Brian Ross Adams is absolutely the best social media marketing professional in LA! He understands how to develop a message and promote it across multiple platforms to maximize engagement and amplify your brand,” states Areva Martin, Founder of the Special Needs Network. Brian will share some tips and tricks on how to increase your social media account size and “engagement rates” by “hyper micro-targeting” and community building through listening and inquiry.

Join the Laguna Beach Community Foundation and Brian Ross Adams on Thursday, June 18th from 12:15 – 1 p.m. at the LBCF headquarters located at 303 Broadway, Suite 212, Laguna Beach. The event is free to attend and lunch will be sponsored by DAVIS Law. Considering space is limited, please RSVP to Rachel Lindsay at [info@lagunabeachcf.org](mailto:info@lagunabeachcf.org) or by calling 949-715-8223.

The Laguna Beach Community Foundation strengthens our community by encouraging philanthropy. We provide expertise and resources to assist local charities, connect donor passions with nonprofit needs, and work with local professional advisors in assisting their clients in giving now and beyond their lifetimes with a legacy gift.