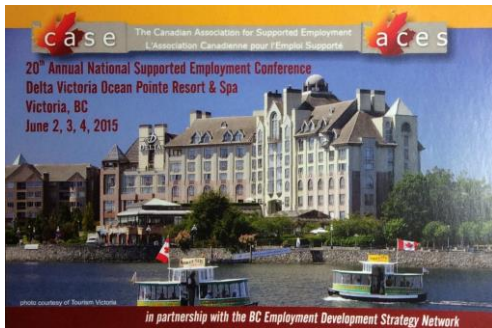


# CASE CONFERENCE VICTORIA 2015

## BUSINESS COMMUNITY ENGAGEMENT - BRANDING AND SOCIAL MEDIA



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## Resources

- **Branding – An Introduction**, Stephen McGill
- **The Making of a Strong Nonprofit Brand**, Rosita Cortez
- **10 Essential Social Media Slideshare Presentations for Nonprofits**, Rosita Cortez
- **10 Reasons Why Your Nonprofit Needs a Mobile Site**, Rosita Cortez
- **100 Social Media Tactics For Nonprofits**, Rosita Cortez
- **Always Up-To-Date Guide to Social Media Image Sizes**, Sprout Social
- **Social and Mobile Media Blog for Nonprofits**, Nonprofit Tech For Good
- **Brand Evaluation: A Comprehensive Tool**, Red Rooster Group
- **Learn How Your Non-Profit Can Leverage LinkedIn**, LinkedIn
- **UnMarketing – Engagement**, Scott Stratten
- **World's Greatest Social Media Strategy**, The Art Of – Avinash Kaushik

**Business Community Engagement - Branding and Social Media PPT Presentation**, Sean McEwen & Hayley Richards



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