

**Topic:** Social Media Strategy for ISPs: A Roundtable Discussion

In 2019, 79 percent of Americans (247 million people) had a social network profile. In response, many companies are pursuing social media strategies to connect with their customers, increase awareness about their brand, and boost their sales.

BMMA and CETS members are invited to join this BMMA Hot Topic Webinar to learn more about the social media strategies of some of our member companies. Intended to be an open discussion, please come prepared to discuss your social media successes and failures. The discussion will be facilitated by:

**Panelist:** Kerry Youngren - Marketing Manager, MTA

Kerry believes the effectiveness of advertising via new media is undeniable and is always in the know about emerging technology within the marketing landscape. Prior to MTA, Kerry was the director of digital marketing for one of the top marketing agencies in Alaska – driving efforts for brands like Alaska Airlines. In 2017, she was recognized by the American Marketing Association of Alaska as the Marketing Visionary of the Year. As Marketing Manager for MTA, Kerry helps deliver targeted messages to intended audiences across both traditional and digital platforms.

When she's not working on MTA's marketing efforts or studying for her MBA, Kerry can usually be found on the tennis court or exploring Alaska on backpacking, split boarding and fishing adventures with her husband, Tyler, and their dog, Pickles (who, of course, has his own Instagram account - @adventure\_dog\_pickles).

**Panelist:** John Hill – Manager, eCommerce and Communications, GVTC

John started his professional career at The Nielsen Company, working in market analysis for ten years until eventually managing the Austin market. After earning his MBA, John created a fascination with analytics, specifically data visualization. This fascination led John to join GVTC in 2015 as a market analyst, where since 2018, he has been managing eCommerce, social media, marketing analytics, and communications.

**Panelist:** Tom Vitt - Director of Marketing, Horry (HTC)

Tom Vitt joined HTC in January of 1999 and is Director of Public Relations and Corporate Communication. In his position at HTC, he is responsible for advertising, promotions, public relations, and member communications for the entire range of HTC products and services.

Prior to joining HTC, Tom held a series of progressively responsible marketing and sales management positions with Vanguard Cellular Systems, which operated as Cellular One in 21 East Coast markets, including Myrtle Beach. Before joining Vanguard he was with Wrangler Jeans as Western Wear Advertising manager and Product Marketing Manager with Kayser-Roth Hosiery. Tom is a graduate of the University of North Carolina at Chapel Hill and is an avid cyclist.

He currently serves on the Board of Directors for the YMCA of Coastal Carolina. He and his wife Cindy live in Myrtle Beach.