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| logo_forms | Wisconsin Department of Public Instruction**CONTINUING EDUCATION ACTIVITY REPORT**PI-2453 (Rev. 09-11) | **INSTRUCTIONS:** Complete and submit annually to your library system validator along with the Annual Summation of Continuing Education Activities, Form PI-2454. Refer to the *Certification Manual for Wisconsin Public Library Directors* for assistance. |
| Name *Last, First, Middle*      |
| Mailing Address *Street / PO Box, City, State, ZIP*      |
|  | I. CONTINUING EDUCATION ACTIVITY DESCRIPTION |  |
| Title of ProgramSocial Media Trends: For 2022-2023 and Beyond |
| Description of ProgramSocial media has always had trends, and this year is no exception. Find out what types of content professional marketers are focusing on now and in the near future, and how some of these trends might work for your own library. Stay on top of what’s working and what’s not! In this recorded webinar, Laura Solomon covers: - why the consumer is now a brand creator - what's old is new again - how social media equals shopping - the idea behind the digital media attention food chain. |
| Relationship of Program to Present Position or Career Advancement  |
| Activity Dates | Location | Number of Contact Hours |
| From *Mo./Day/Yr.*9/1/2022 | To *Mo./Day/Yr.*9/1/2022 | online | Technology *If any*      | Total1.0 |
| Provider *If applicable*WVLS |
| Category *Check one, attach written summary if applicable*[ ]  A. Credit Continuing Education *Attach formal documentation from the sponsoring agency.*[x]  B. Noncredit Continuing Education[ ]  C. Self-directed Continuing Education |
|  | II. SIGNATURE |  |
| **I HEREBY CERTIFY** that the information provided is true and correct to the best of my knowledge. |
| Signature of Participant⮚ | Date Signed *Mo./Day/Yr.* |