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**The Brand Ambassadors**  
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**March 30th 2018: Branding Through Social Media Communities**

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Part of developing a strong brand involves knowing your audiences and having a reliable outlet for authentic communication. Well-branded organizations put a lot of work into audience outreach through several methods that can include traditional and digital newsletters, email marketing, events, webinars and the list goes on. However most marketers and PR pros will tell you that despite its current issues and challenges today, social media still reigns supreme for developing and building a community of individuals looking for what your organization has to offer. As the organization's PR direct

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### Featured Guest



#### Shannon Foote

Shannon has been a dedicated member of Stroller Warriors® Running Club since its infancy at Camp Lejeune. Inspired by the enthusiasm, camaraderie, and philanthropic spirit of the Camp Lejeune chapter, Shannon founded the China Lake chapter of Stroller Warriors in 2013.

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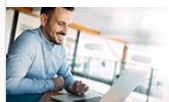
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