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**The Brand Ambassadors**  
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**August 17th 2018: Encore: Building a Social Media Campaign**

In many episodes of The Brand Ambassadors, the topic of social media has been discussed to varying degrees and the importance it plays with audience outreach and engagement. This week, Merritt and Gary welcome Kristelle Siarza, the founder and CEO of Siarza Social Digital, to break down the elements of a good social media campaign. Kristelle defines an effective social media campaign and explains how to use tools such as editorial and content calendars, measurable objectives, messaging strategy and distribution processes. Once the strategy and tools are in place, Kristelle shows Merritt and

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#### Featured Guest



##### Kristelle Siarza

Kristelle is a digital communications and marketing specialist with over a decade years of experience.

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