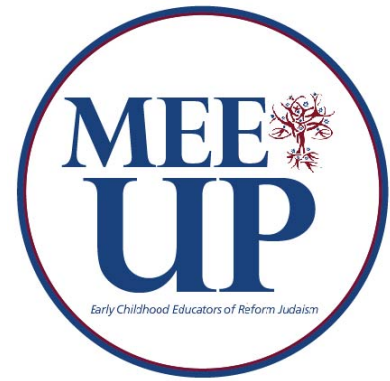


Meet Up "Leveraging the Power of Social Media"

February 7, 2018

3:00 - 4:00 p.m. (EST)

Hosted by: **Jill Peltzman and Kate Kaput**



Leveraging the Power of Social Media

According to the Pew Research Center, 69% of American adults use some form of social media. How effective are your online efforts? To understand social media's impact and how to best leverage these vital communications tools, join URJ Communications staffers Kate Bigam Kaput and Jill Peltzman as they provide a comprehensive social media overview and essential tips for optimizing its use for engaging families with young children.

Jill Peltzman is the Digital Media & Creative Director of the URJ's Communications department. She oversees the development and design of the URJ's websites and branding.

Kate Kaput is the URJ's Digital Communications Manager, responsible for social media strategy and for writing and editing web content for URJ.org and ReformJudaism.org. In her personal life, Kate maintains a popular lifestyle blog and has been published in outlets such as The Washington Post and Cleveland Magazine.

Resources:

[Watch the Video Recording](#) of the Feb. 7 Meet Up "Leveraging the Power of Social Media"