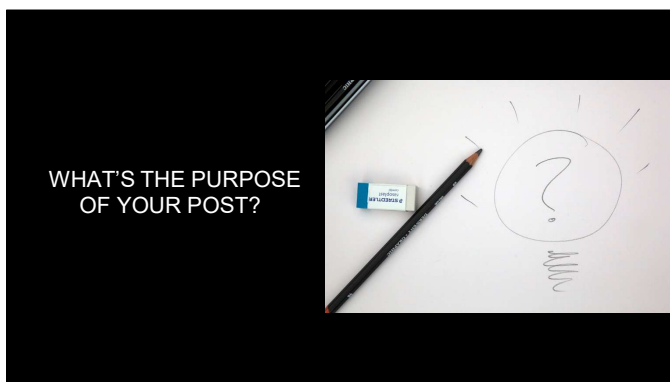




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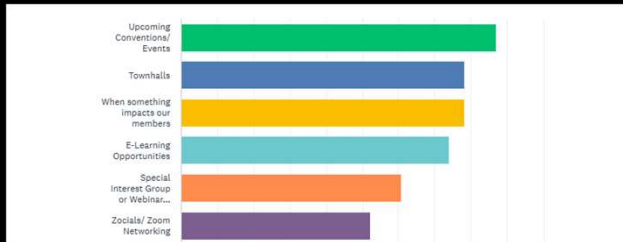


2



3

WHAT MATTERS TO YOUR AUDIENCE?



4

A hand holding a white card with the text "About us" in blue. The background is a solid blue color.

Intro
Leveraging collaboration, creativity and experience to achieve success.

Intro
Connecting Members. Building Careers.

Intro
Photographs celebrating life in Kansas City

SHARE INFORMATION ABOUT YOU AND YOUR ORGANIZATION

5

A collage of images. On the left, a green silhouette of a head with circuitry. On the right, a hand holding a smartphone with the text "ChatGPT" above it. Below that, a person wearing a VR headset with the text "Metaverse The New Reality" above it.

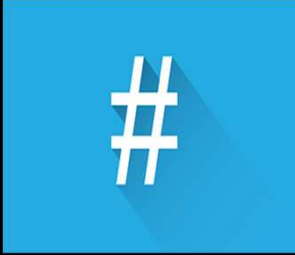
ChatGPT

Metaverse
The New Reality

DON'T BE AFRAID TO USE AI TO CREATE YOUR MESSAGING

6

HASHTAGS CAN HELP PEOPLE FIND YOU BUT:



- MAKE THEM RELEVANT TO YOUR CONTENT.
- USE A MIXTURE OF GENERIC AND SPECIFIC
- LIMIT THE NUMBER USED

7



- YOU NEED TO MAKE
- DO ACRONYMS COMMUNICATE WHO YOU ARE?

8



USE ATTENTION GRABBING VISUALS

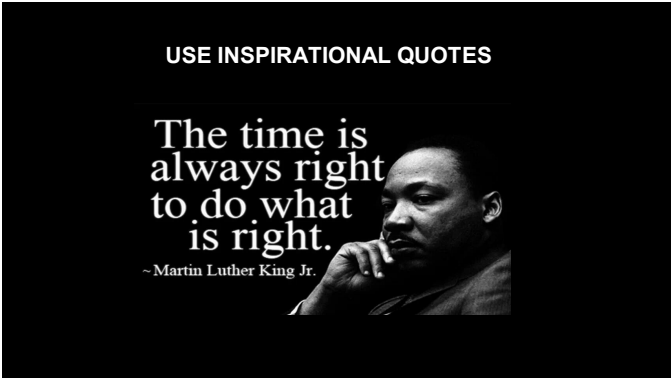
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10



11



12



13



14



15



16



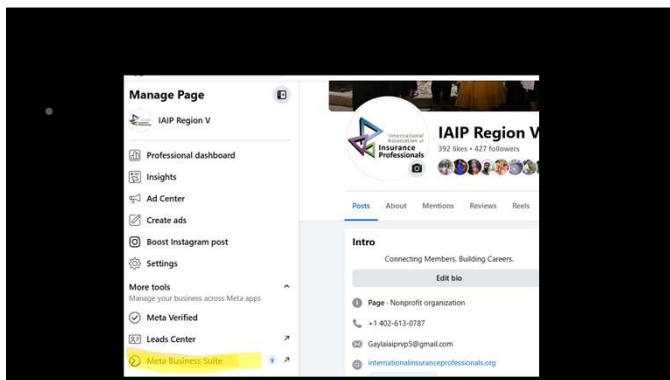
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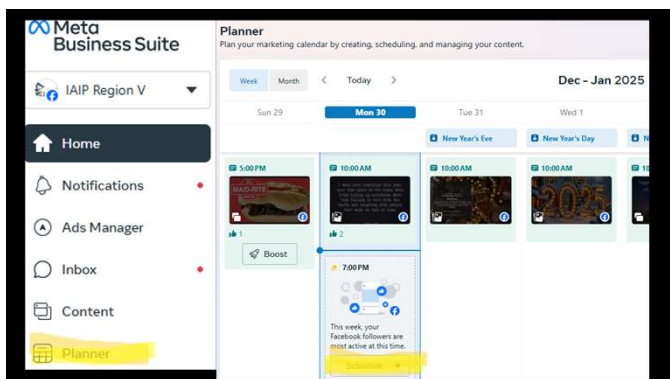
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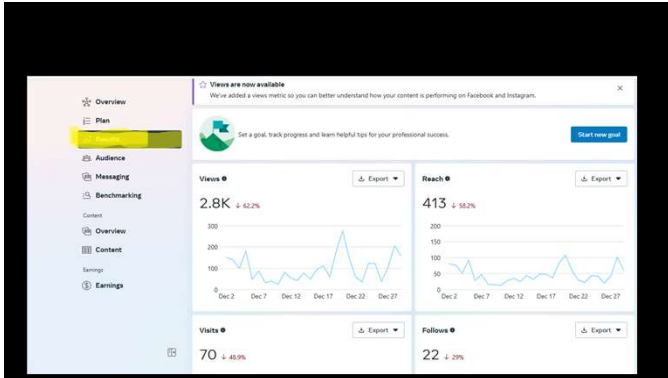
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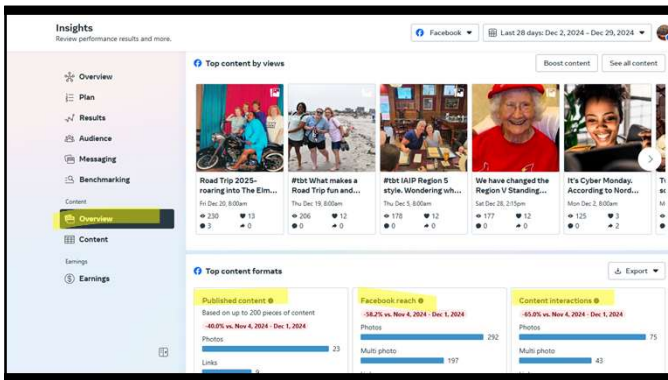
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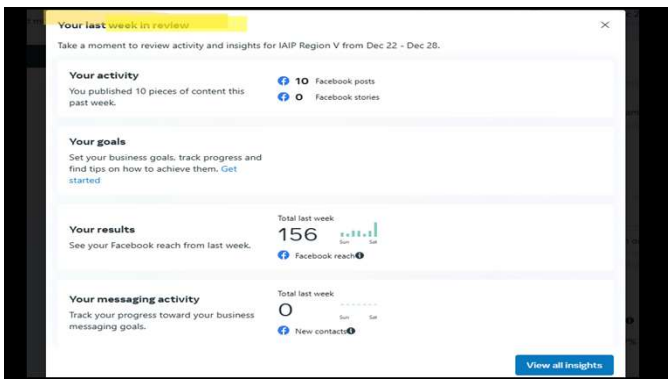
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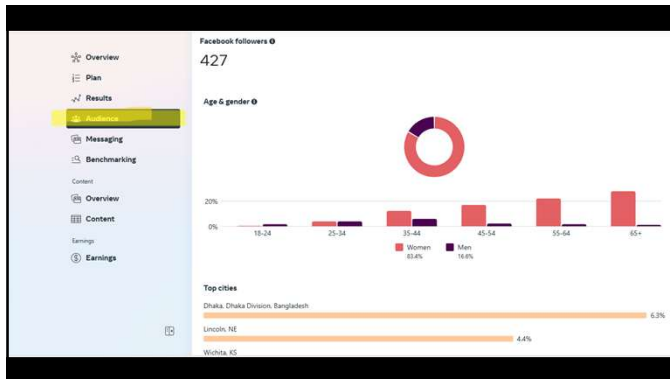
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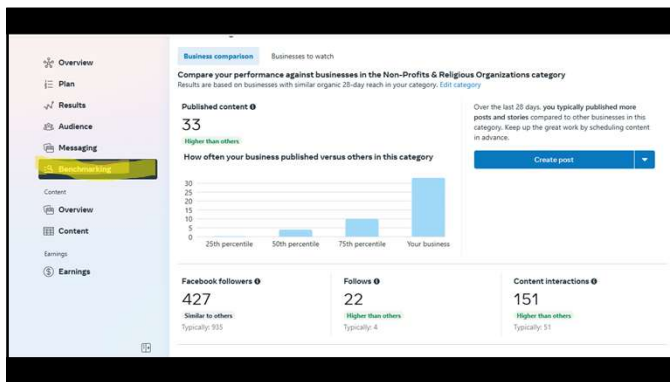
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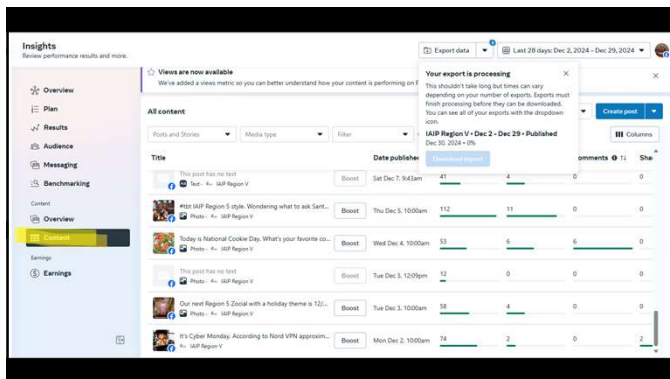
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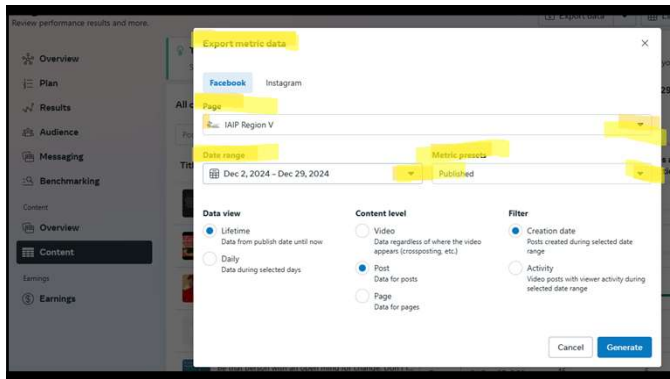
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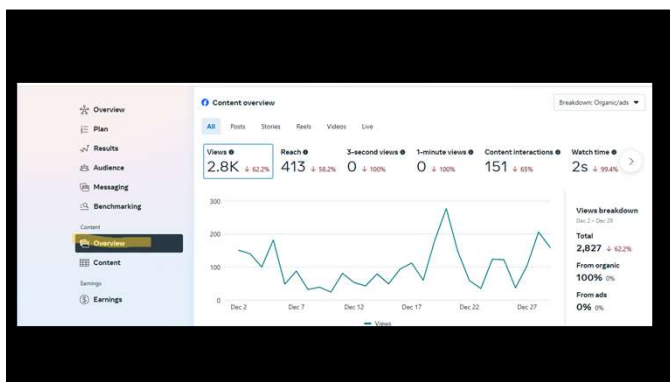
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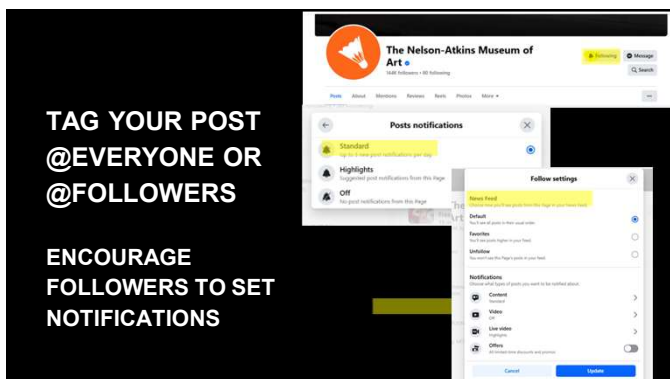
27



28



29



30
