**SocialMedia.org Unofficial Unconference Sample Topics**

These are example topics you can use to help seed or fill in Unconference discussion topics when needed.

If you have any questions, please don’t hesitate to contact us at members@socialmedia.org or 512-651-4800. We’re happy to help.

**Sample topics:**

* BtoB social strategy
* Dealing with regulation in social media
* Social media metrics and ROI
* 2021 social strategy: Priorities, challenges, and more
* Agencies and vendors: Who are you working with; pros/cons?
* Social media content strategy
* PR and crisis management in social
* Social media training
* Employee advocacy programs
* In-House vs. outsourcing: When and why?
* Social media and sales
* Advanced listening strategies
* Internal social media strategy
* Integrating with traditional media and advertising with social
* Tiny team: Strategy, budgets, and more
* Scaling social media globally
* Structuring your social team org chart
* Social at local, regional, and franchise levels
* LinkedIn sales strategies
* Influencer programs
* Navigating disclosure for influencer and other paid programs
* Thought leadership in social
* Building internal and external advocacy
* Social and SEO
* How to manage and train social CEOs
* Overcoming a “cautious” company culture
* Owned communities: Strategy, staffing, platforms, ROI
* When to engage in external communities: LinkedIn groups, Reddit, etc.
* Live-streaming strategies for Facebook Live, Instagram Stories, etc.
* How to get legal’s approval for \_\_\_\_\_\_\_
* Proving the value of social
* Social customer care