**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](mailto: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