

# Social Media 101 Webinar Registration

Security Benefit has partnered with Prosek Partners, named 2021 Financial Agency of the Year by PProvoke Media, to host this webinar to help you increase opportunities for lead generation and client engagement with the education professionals.

In this information-filled webinar, our presenters will:

- Present a case for using social media
- Guide you through the process of establishing your social media presence
- Provide tips to create compelling content
- Share advice on how to generate leads and engage your audience

## YOUR PRESENTERS



**Joe Scannell**  
**Senior Vice President**  
**Head of Digital Communications**

Joe Scannell is Senior Vice President, Head of Digital Communications at Prosek Partners. In this role, he specializes in advising private investment firms and publicly traded financial institutions on strategic digital communications, including corporate brand marketing, executive positioning and reputation management. He also advises executives on digital strategy during special situations, including M&A, IPOs, restructurings, shareholder activism, leadership transitions and other issue-specific engagements.



**Madeline Monaco**  
**Associate Vice President**  
**Digital Strategy**

Madeline Monaco is an Associate Vice President of Digital Strategy at Prosek Partners. She focuses on advising financial services and private investment firms on strategic digital communications and positioning. She is passionate about community building in the digital space, often rooting strategies in data-driven insights. She brings expertise in digital research, content strategy, amplification and project management to global clients.

## REGISTER FOR

**Date:** July 7, 2021

**Time:** 2:00 PM Central Time

**Webinar ID:** 828 8485 8752

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