Dear [supervisor’s name],

With platforms growing more crowded and attention spans shrinking, it’s never been more difficult to engage audiences on social media.

To gain a competitive edge, we have to ensure that we’re following the latest best practices.

Ragan Communications’ **Social Media Conference for PR, Marketing and Corporate Communications at Disney World** features practical and actionable tactics that will help our content stand out on online platforms.

By attending, I’ll get in-depth training on how to:

* Build lasting relationships with social media influencers in our industry
* Create a video strategy that boosts audience engagement without wasting money
* Build a community of brand advocates on our internal and external social media channels
* Find the right channels to keep stakeholders informed during crises
* Identify which numbers we should be tracking on social media—and ditch vanity metrics
* Reach new audiences by breaking into niche and emerging social media platforms

This is a chance for us to learn from some of the top social media practitioners in the country—including experts from Amazon, IBM, LinkedIn, Royal Caribbean Cruises and more.

I’ll come back with plenty of actionable, practical takeaways we can start implementing right away. I also believe the three pre-conference workshop will prove invaluable to our social media success.

The social media world is evolving rapidly. By going to this conference, I’ll be able to adopt the innovative practices we need to stand out from competitors, advance our business goals and boost the bottom line.

[Your name]