

# 29 Tech Tools to Create Cool Content for Social Media

*An interactive virtual course with Beth Z.*

DEC 16  
9:30-10:45 a.m.  
\$100 PER  
CONNECTION

The most popular posts on social media are pictures and videos, and with a few easy (and free!) tech tools, you can transform your messages into share-worthy graphics that will put your organization out in front. This action-packed session will give you dozens of sites and apps that will help you elevate the quality of your social media posts and other material.

## SESSION TAKEAWAYS

- Make professional-level multimedia pieces in less than two minutes.
- Add depth and interest to your boring social media posts.
- Transform ordinary photos into works of art.
- Create infographics for little or no cost!

## CONTINUING EDUCATION

1.25 ACHE QUALIFIED  
EDUCATION HOURS

The AHA is authorized to award 1.25 hours of pre-approved ACHE Qualified Education credit (non-ACHE) for this series toward advancement, or recertification in the American College of Healthcare Executives. Participants in this program are responsible for reporting their attendance when submitting application to ACHE for advancement or recertification.

*Meet your nerdy new best friend... **Beth Z.***



### **BETH ZIESENIS: AUTHOR. SPEAKER. NERD.**

Since her first Motorola RAZR flip phone, Beth has made a verb out of the word "nerd." She's here to help you filter through thousands of apps, gadgets, widgets and doodads to find the perfect free and bargain technology tools for work and home. Although the only real trophy she ever won was for making perfect French fries at McDonald's in high school, Beth Z has been featured on Best Speaker lists by several organizations that write best speaker lists. She has written a whole shelf of books on apps and has spoken to more than 100 thousand audience members just like you. And if you're puzzling over why she goes by "Beth Z"... it's because she only finds about three people a year who can pronounce her last name.

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## Registration

### \$100 FOR AHA MEMBER HOSPITALS

Registration includes one internet connection and one telephone connection at one location, although there can be an unlimited number of participants from your organization in that one listening room. To register, please submit the attached registration form. Without payment (via check or credit card), your registration cannot be processed, and you will not receive connection instructions.

**Cancellation Policy:** Refunds, minus a \$25 processing fee, will be granted if requests are received in writing by the AHA at least 5 business days prior to the program. No refunds will be issued after that date. Fax cancellation/refund requests to the Education Department at (501) 224-0519.

NAME AND TITLE OF CONTACT PERSON

ORGANIZATION

MAILING ADDRESS

CITY, STATE, ZIP CODE

EMAIL ADDRESS

PHONE NUMBER

### METHOD OF PAYMENT

- Check in the amount of \$ \_\_\_\_\_ payable to the Arkansas Hospital Association is enclosed.
- Credit Card # \_\_\_\_\_  Visa  MasterCard  
*(AmEx and Discover not accepted)*

Cardholder's Billing Address (please include zip code) ↑

Expiration Date \_\_\_\_\_ CVV \_\_\_\_\_ Name on Card \_\_\_\_\_

Signature \_\_\_\_\_ Cardholder Phone # \_\_\_\_\_

### MAIL FORM AND PAYMENT TO

Education Department, Arkansas Hospital Association, 419 Natural Resources Drive, Little Rock, AR 72205; or fax form with credit card information to (501) 224-0519.