

NBC QUIZ!

5 of the top 10 most-watched series finales
of all time aired on NBC.

Name 3 of them.

NBC QUIZ!

#2: Cheers

#4: Seinfeld

#5: Friends

#7: The Cosby Show

#9: Family Ties

NBC QUIZ!

Name 3 of the 6 past or present hosts of *The Tonight Show*.

NBC QUIZ!

Steve Allen

Jack Paar

Johnny Carson

Jay Leno

Conan O'Brien

Jimmy Fallon

NBC QUIZ!

Name 3 celebrities who have gone day drinking with Seth Meyers on *Late Night*.

NBC QUIZ!

Sabrina Carpenter

Matt Rogers & Bowen Yang

Dua Lipa

Kevin Hart

Julia Louis-Dreyfus

Paul Rudd

Kristen Stewart

Lizzo

Will Forte

Jonas Brothers

Rihanna

Lorde

Ina Garten

Kelly Clarkson

Retta

Hillary Meyers (his mom)

Josh Meyers (his brother)

NBC QUIZ!

Name 3 real Scranton businesses referenced on *The Office*.

NBC QUIZ!

Cooper's Seafood
Poor Richard's
Alfredo's Pizza
Steamtown Mall
Dee Jay's Hoagie Shop
Andy Gavins
Cuginos
Bernie's Tavern
Abe's Kosher Delicatessen
The Bog
Kelly's Pub & Eatery
Terry's Diner
Grico's Restaurant
Chili's
Wegmans

NBC QUIZ!

What notes are the NBC tones?

BONUS: What do those initials represent?

NBC QUIZ!

G-E-C

General Electric Company

Building influence that matters

Creating authenticity and trust on social media

Social media is no longer about followers. It's about impact. This session explores how businesses and brands can build an authentic voice and connection with their audience.

INTRODUCTION

PLATFORMS

GOALS

CONTENT

EXAMPLES

WRAP-UP

Hi! I'm Sheila.

NBC10 Philadelphia
Host/traffic anchor/reporter



Sheila Watko
@sheilawatko

platforms



Instagram

A definite and a great way to use photos and videos to show what you can offer customers. Good way to interact with guests.



Facebook

Less-used by younger generations, but still good to have a presence on here, especially for older customers. Good way to interact with guests.



TikTok

Not necessary but can be fun.

Look into new terms & conditions and use at your own risk.

goals

- Let potential guests know who you are:
 - Bio & content
 - What do you sell? What services do you provide? We should be able to tell right away when we visit your page.
- What makes you special?
- Photos/videos over flyers/graphics.
 - Opt for real content over AI images
- Be earnest! Be you! Don't be afraid to build a voice!
- Celebrate your audience
 - Keep current customers engaged vs. introducing new customers to your work
- Working with local content creators
- Do not worry about going viral! The goal is connection.

photos

FOUNDATION

Focus on photos! Reels may go viral, but when someone visits your page, the easiest thing for them to see is photos. You can use flyers/graphics for special events, but most of your posts should be showing what you have to offer so that if someone glances at your page, they know what you're all about..

videos

DEEPER DIVE

Videos/Reels are a good way to show a closer look at what you offer: food specials, classes, items on sale, exhibits. These don't have to be high-production - keep it simple! A walk-and-talk or voiceover is perfect to describe what you're showing, or use music.

trends

SHOW YOUR PERSONALITY!

Using social media trends/memes or trending audio is a great way to get more eyes on your content and, more importantly, show your business/brand's personality. Trends provide an opportunity to engage with current customers, add humanity to a small business, and spread your reach further to potential new guests.

examples

Loved Before

[Photo post](#)
[Story post](#)
[Video post & another](#)

Occasionette

[Whole account](#)
[Video post](#)
[Trend post](#)

Monster Vegan

[Whole account](#)

Bar Bombon

[Collaboration](#)
[Video post](#)

Wegmans/Aiden Media

[Trend post](#)

PAWS

[Earnest post](#)
[Trending music post](#)
[Viral post - unique situation](#)
[Voiceover video](#)

Martin Downs Golf Club & Margo

[Original video](#)
[Martin Downs IG](#)
[Margo's IG](#)

Unite Fitness

[Whole account](#)

wrap-up

- Keep it simple! If you have a smartphone, you can create content.
- Don't be afraid to give a new trend or style of posting a try.
- Start with photos to make it as easy as possible.
- Open your page. Can you tell what you're selling or what service you're providing to the community at a quick glance?
- Make content for people who already know you AND people who will seek you out! A lot of tourists visit the Poconos and may look up your business. Make it visible to them!
- Consider a QR code near the register or on the receipt that links to Yelp/TripAdvisor/Google Reviews and encourage guests to leave a review.