

Texas Association of Builders
ZOOM AT NOON EDUCATION SERIES, 2020

AUGUST 11 / 12:00 – 1:00 PM
“Crisis Communication via Social Media”

A global crisis, changing regulations and rampant misinformation create the perfect opportunity for HBAs and industry professionals to transcend the anxiety and confusion. Several social media platforms offer free and effective ways to demonstrate the professionalism and competence necessary to be a trusted source. Attendees will learn the basics of effective crisis communication and how anyone can leverage their message with limited resources.

PRESENTER:
Phil Crone



Executive Officer, Dallas Builders Association

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