

PUBLIC LIBRARY OF NEW LONDON  
63 Huntington Street, New London CT 06320

**For Immediate Release**

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Using Social Media to Show Gratitude

New London, CT – Friday, February 17, 2017- Did you know that 53% of donors lapse because of poor donor communication? The Public Library of New London invites the public to attend an informative workshop that will help businesses and organizations of all sizes maximize their social media accounts through thankfulness, instead of promotion. Those organizations who are utilizing networks like Facebook, Twitter and Instagram to show authentic and personalized appreciation to supporters are reaping the benefits of increased engagement and donor loyalty.

Presenter: Steven Shattuck, VP of marketing at Bloomerang, helps nonprofit organizations to reach, engage and retain the advocates they depend on to achieve their visions.

Join us on Friday, February 17, 9:00 – 11:00 AM in the Library’s Community Room.

For more information contact Madhu Gupta at 860-447-1411 x5, email [mgupta@plnl.org](mailto:mgupta@plnl.org), go online to [www.plnl.org](http://www.plnl.org), or visit our reference desk at 63 Huntington Street, New London, CT.