

# #DigitalPR Twitter Chat with Victoria Lim



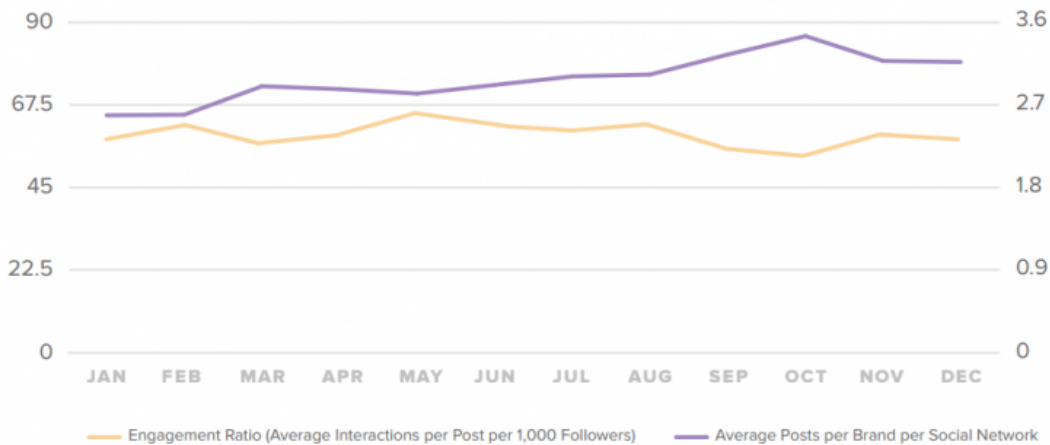
Join the #DigitalPR Twitter chat about visual content this Friday with special guest Victoria Lim. Lim is a visual content expert and the Managing Editor for Public Relations & Editorial Content for Walt Disney World.

***The chat takes place on Twitter on Friday March 11 at 10 am Pacific and 1 pm Eastern.***

To participate log on to Twitter and follow the #DigitalPR hashtag. Or you use a tool like Tweetchat.com which allows you to tweet directly into the chat with the hashtag and it shows you all the tweets from other participants.

## **The Need for Visual Content**

**GRAPH 1** Output vs. Engagement with Branded Marketing Content by Month, 2015



In 2015 brands put out more content than ever before, yet a study from Track Maven (analyzing content from 23,000 brands over a 12 month period) revealed that even as we push out more content engagement numbers are dropping. Great original visuals do hit the mark and get people involved. However, all visuals are not created equal! Find out how your brand can improve their numbers with excellent visual content.

## About Victoria Lim

Victoria Lim is a multimedia/convergence expert and is currently the Managing Editor for Public Relations & Editorial Content for Walt Disney World. She creates, approves and executes content strategy across traditional, social and digital media platforms for Disney Company and Disney Parks and Resorts worldwide.

Victoria will be answering questions about the need for visual content, how it amplifies engagement and how best to leverage visual content for PR use. Follow her @VictoriaLim

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