

The Social Revolution - Changing the Marketplace, Workplace & the World

Warning: This talk will fundamentally change the way you approach, think and behave with social media in your life, business and in the world.

Social Media lends us super powers we've never had before to organize and connect, igniting powerful, sustainable online movements that translate to offline action that makes meaningful impact and change.

Hite's company, BTC (Be The Change) Revolutions, is a social media agency specializing in leveraging human media online to ignite long-term movements rather than short-term campaigns.

“Campaigns have a beginning and an end. Movements grow and live on as long as passionate people are connected and involved. The great ones – the powerful ones, the ones that end up changing the lives and companies and the world – go on and on and on.”

In this talk, Amanda Hite shares proven models and stories from how social media has personally changed her life, her businesses and the world. Sharing real world examples of what she's learned about social media from building an agency that has been named to Inc Magazine's fastest growing companies list 2 years in a row (while raising over three million dollars through social for the causes they care about) and take you through impact case studies from BTC's clients who range from well known multi-billion dollar brands to innovative start ups and humanitarian organizations.

The real power of Social Media isn't in the tools, but in how we leverage the access we now have to people and networks that can ultimately change our lives, businesses and the world.