

# Fireside Chat | [Social Impact]

## How We Connect Brands Socially with Customers



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**What are some words you think of, when you think of a brand's values?**

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## Question 1

**How do your customers grow, and how does your brand grow with them in the digital acceleration era?**

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## Question 2

**How do you align between brand values & customer values?**

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### Question 3

**Share your strategies and approaches that businesses can adopt to make a positive social impact and engage with their customers.**

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**What are some key objectives you have for your social media channels?**

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## Key Takeaways

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**Q&A**



**Scan here to submit your questions!**