



For Immediate Release

Thursday, December 10, 2015

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Houston's Social Media Community Kicks Off the Holiday Season with the Gift of Guidance

Ten Houston-Area Nonprofits to Benefit from Intensive Social Media Planning Event

December 10, 2015 (Houston, TX) – Ten Houston-area nonprofits and dozens of local social media experts will converge at the sixth-annual #SMBHou Gift of Guidance event this week. This is a high-energy 90-minute program that taps into the combined talents and expertise of the participating experts to produce free, mini social media plans for the nonprofit groups. This year's event will be held at Canopy Restaurant, located at 3939 Montrose Blvd., Houston TX 77006 on Friday, December 11, 2015 at 8:30 am.

"Every year we come together at the Houston Social Media Breakfast for the Gift of Guidance program. The purpose is to help the maximum number of nonprofits excel in social media," said Kami Huyse, founder of Houston Social Media Breakfast and CEO of Zoetica Media. "This amazing community of social media professionals comes together to help the participating nonprofits by sharing their knowledge with them."

The participating nonprofits were selected by a volunteer judging panel comprised of Houston Social Media Breakfast community members. Each nonprofit will walk away with a free social media plan, with recommendations on tools and techniques to use to help them be successful in the upcoming year. The nonprofits chosen this year are:

- Houston Marathon Committee <http://www.chevronhoustonmarathon.com/>
- Career and Recovery Resources, Inc. <http://www.careerandrecovery.org/>
- Rebuilding Together Houston <http://www.rebuildinghouston.org/>
- Coalition for the Homeless of Houston/Harris County <http://www.homelesshouston.org/>
- Crisis Intervention of Houston <https://www.facebook.com/CrisisIntervention>
- Katy Prairie Conservancy <http://www.katyprairie.org/>
- Houston Humane Society <http://www.HoustonHumane.org/>
- Revels Houston <http://www.revelshouston.org/>
- Unity of Houston <http://www.unityhouston.org/>
- Houston Apartment Foundation <http://www.haaonline.org/>

(more)

Each nonprofit “table” will include representatives from the nonprofit, a table captain, and several social media professionals. This year’s table captains include:

- Kristyna Torres, PRKristyna
- Secunda Joseph, Grass is Greener
- Jenny Gustafson, Integrate Agency
- Louis Sokol, Social Media Accessories
- Madalyn Sklar, #TwitterSmarter Chat
- Michele Price, Breakthrough Business Strategies
- Rebecca Thompson Councill, CLR Virtual Connection
- Damien Franco, DFT Marketing
- Sarah Gabbart, The Black Sheep Agency
- Sarah M Worthy, Door Space & HOU Curator of Startup Digest

For more information on the #SMBHou Gift of Guidance, [visit the event page](#) or [view the video](#).

About Houston Social Media Breakfast

The #SMBHou Gift of Guidance program is coordinated by Houston Social Media Breakfast (SMBHou), a grassroots organization of social media professionals in the greater Houston area. SMBHou meets monthly for networking and education, providing speakers on strategy, tools and best practices. There is no charge for attending the events. For more information, check out its [Facebook page](#) or [blog](#), and watch past events on the [YouTube channel](#).

Resources

Facebook Page: <https://www.facebook.com/HoustonSocialMedia>

Facebook Event Page: <https://www.facebook.com/events/483476811831630/>

Blog: <http://ow.ly/CggPY>

YouTube: <http://ow.ly/Cgh7J>

Video Trailer about Gift of Guidance (MP4 available):

<https://www.youtube.com/watch?v=Ay8SGw1Z3s8>

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