



**Social Media  
Breakfast  
Madison**

# Welcome!



# About Us

## Our Focus:

**Education:** Learn about social media and digital marketing through presentations, panel discussions, and case studies.

**Networking:** We bring together marketers, PR professionals, students, entrepreneurs, and social media enthusiasts over coffee.



## When We Meet

Third Wednesday morning of each month.

## Where We Meet

**Live Events** at DreamBank, Madison

**Live Stream** on our Facebook & LinkedIn

# Join Our Board!

or become a volunteer... we have a few spots filled but **still need your help!**

Opportunities Available:

- Board Secretary
- ~~Social Media Management/Content Creation -~~
- Facebook Group Admin
- ~~Blog Recap Writer~~
- Day of Event Greeter/Check-in
- Volunteer Coordination

[smbmad.org/join-our-team](https://smbmad.org/join-our-team)

# Thank You, Sponsors!



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FOOD SPONSOR

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## *Creative Partners and In-Kind Sponsors*



John Manuel Molina III  
Graphic Designer | Illustrator





PLATINUM SPONSOR

*Today's breakfast provided by Carol Aspinwall and*

**period** products pantry



## *New In-Kind Sponsor!*

We're so grateful to welcome John Molina of Molina Design as an In-Kind Sponsor!

John gave our email templates a fresh new look and now manages our monthly newsletter, making sure our messages show up polished, professional, and on-brand every time.



**John Manuel Molina III**  
Graphic Designer | Illustrator

Nonprofit spotlight:

# Latino Academy of Workforce Development

## About us

We help adults overcome education and language barriers to secure family-supporting jobs, strengthening Wisconsin's families, workforce, and economy.



## Core Programs:

### Foundational Education

- ESL | GED/HSED | Digital Literacy

### Industry Pathways

- Construction | Hospitality | Entrepreneurship | Leadership

### Career Readiness & Credentials

- Resume & Interview Support | CDL | Forklift | ServSafe | OSHA 10

## New Focus:

- Digital literacy
- AI as an English learning tool
- Computer Basics

## Upcoming:

We're launching a \$2 million campaign to expand our community of supporters and sustain these essential pathways to stable employment.

## Connect with us at:

Website: [latinoacademywi.org](http://latinoacademywi.org)

Facebook: [AcademiaLatinaWI](https://www.facebook.com/AcademiaLatinaWI)

Instagram: [latinoacademywi](https://www.instagram.com/latinoacademywi)

LinkedIn: [Latino Academy of Workforce Development, Inc](https://www.linkedin.com/company/latino-academy-of-workforce-development-inc)

# FACEBOOK portal

Giveaway!



*and the winner\* is ...*

\*Must be present to win

Don't miss our April event!



Social Media Breakfast Madison Presents:

# **Push and Pull Advertising: How to Prioritize Your Digital Advertising Budget in 2026**

**Tyler Wagner**

Founder, Lasso Marketing



**Wednesday, April 15, 2026 at DREAMBANK  
7:30am - Coffee + Networking 8:00am - LIVE Presentation  
(also streaming on Facebook and LinkedIn)**

# Let's Be Friends!

## Volunteer

- Become a Board Member
- Volunteer at our Monthly events
- Blog Writer - write our event recaps
- Facilitate our Facebook Group

## Sponsor An Event

You bring the food, we'll help share about your business across Madison!

## Shoutout For A Local Nonprofit

We love showcasing other local nonprofits. Let us highlight yours!

## Become A Speaker

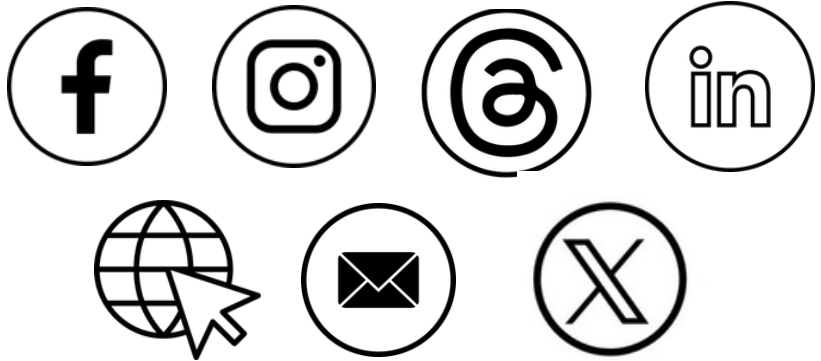
Now seeking 2026 Topics and Speakers



# Keep in Touch!



## #SMBMAD



Social Media Madison Masterminds  
Facebook Group



Social Media Breakfast Madison Presents:

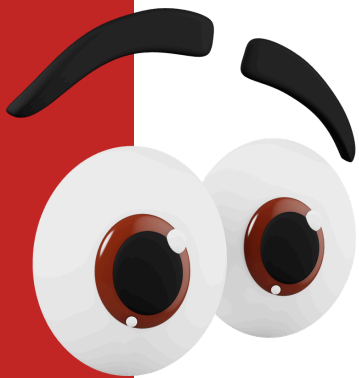


**Laura Marie Kaiser**

Founder of Engage Social Media



**ENGAGE**  
SOCIAL MEDIA



# **The Courage to Be Seen:** **Why Authenticity Cuts** **Through Social Media Noise**

# THE COURAGE TO BE SEEN



Social Media  
Breakfast  
Madison



**ENGAGE**  
SOCIAL MEDIA

# AUTHENTICITY CUTS THROUGH SOCIAL MEDIA NOISE

A person's legs are shown from the knees down, standing on a large, weathered log that spans across a body of water. The person is barefoot. The background features a calm lake, distant mountains, and a cloudy sky. The overall mood is serene and contemplative.

**IT TAKES COURAGE TO REALLY BE SEEN**

**IT MIGHT NOT BE A CONTENT PROBLEM.  
YOU MIGHT HAVE A COURAGE PROBLEM.**

# WHAT YOU'LL GAIN TODAY:

- **WHY REAL BEATS POLISHED**
- **HOW AUTHENTICITY BUILDS TRUST**
- **WHAT ACTUALLY CUTS THROUGH NOISE**
- **WHY COURAGE + CONSISTENCY > TRENDS**
- **HOW BEING YOU ATTRACTS THE RIGHT AUDIENCE**

A sunset over mountains with text overlay. The sky transitions from a deep blue at the top to a bright orange and red near the horizon, where the sun is setting behind a range of dark, silhouetted mountains. The overall mood is dramatic and inspiring.

**THIS ISN'T ABOUT HACKS.**

**IT'S ABOUT POSITIONING YOURSELF SO  
CLEARLY THAT THE RIGHT PEOPLE  
RECOGNIZE YOU IMMEDIATELY.**



# **THE NOISE ISN'T YOUR IMAGINATION.**

- **THERE ARE 5+ BILLION GLOBAL SOCIAL MEDIA USERS**
- **MILLIONS OF POSTS PUBLISHED EVERY DAY ON EACH MAJOR PLATFORMS**
- **THE AVERAGE PERSON SCROLLS FOR 2.5 HOURS PER DAY**

A background image of a sunset or sunrise over a body of water. The sun is low on the horizon, creating a bright glow that illuminates the sky and the water. The sky is filled with soft, white and yellow clouds. The water in the foreground is dark blue, reflecting the light from the sun.

**YOU HAVE LIKELY HEARD THAT ONLY 1%  
OF SOCIAL MEDIA USERS POST CONTENT.**

**THAT 1% IS TRYING TO “CRACK” THE  
ALGORITHM WITH OPTIMIZING CONTENT.**

**AND YET... MOST CONTENT IS INVISIBLE.**

A vibrant, low-angle shot of a flowering bougainvillea bush. The image is dominated by a thick, dense mass of bright pink flowers, with some green leaves visible. The background is a clear, bright blue sky. The overall composition is bright and cheerful, with the flowers filling most of the frame.

**WHY BEING REAL  
BEATS BEING POLISHED**

# POLISHED ≠ MEMORABLE

• • • *stat drop* • • •

- **86% OF CONSUMERS SAY AUTHENTICITY INFLUENCES WHICH BRANDS THEY SUPPORT.**
- **PEOPLE CONSISTENTLY REPORT HIGHER TRUST IN INDIVIDUALS RATHER THAN LOGOS.**





**POLISHED CONTENT IS SAFE.  
POLISHED CONTENT IS CONTROLLED.  
POLISHED CONTENT IS PREDICTABLE.**

**MEMORABLE CONTENT FEELS HUMAN.  
IT MAKES YOU RELATABLE.**



**MEMORABLE CONTENT FEELS HUMAN.  
IT MAKES YOU RELATABLE.**



**RELATABILITY  
IS AN ACTUALLY  
GREAT  
STRATEGY.**

**USER-GENERATED,  
BEHIND-THE-  
SCENES, AND  
PERSONALITY-  
DRIVEN CONTENT  
CONSISTENTLY  
OUTPERFORMS  
OVERLY PRODUCED  
BRAND CONTENT  
IN ENGAGEMENT +  
TRUST METRICS.**





**PERFECTION DOESN'T  
BUILD CONNECTION.  
RECOGNITION DOES.**

**WHEN SOMEONE READS  
YOUR POST AND THINKS,**

**OH THANK GOD, IT'S NOT  
JUST ME!**

**THAT'S WHEN WE ALL WIN.**



# HOW AUTHENTICITY BUILDS TRUST

A brown and white cow is walking away from the camera on a paved road. The cow has a white patch on its back and legs. The road is flanked by green grass and some buildings in the background.

**AUTHENTIC ≠ OVER-SHARING**

**AUTHENTIC MEANS ALIGNED.**

A family of four is standing on a rocky beach. A woman in a blue hooded jacket is on the left, a man in a black jacket and white hoodie is in the center, and two children are in front of them. In the foreground, a woman with curly hair and a man are seen from behind, looking at a smartphone held by the woman.

**NOT CHAOTIC. NOT DRAMATIC.  
NOT TRAUMA-DUMPING.**

A sunset over a lake with mountains in the background. The sky is filled with vibrant orange, yellow, and red clouds, with the sun low on the horizon. The water in the foreground reflects the colors of the sky. The mountains in the distance are silhouetted against the bright light of the setting sun.

**IT MEANS:**

**YOUR VOICE SOUNDS LIKE YOU.  
YOUR OPINIONS ARE YOURS.  
YOUR STORIES SERVE A PURPOSE.**

**TRUST IS BUILT THROUGH  
CONSISTENCY, NOT CONFESSION.**



**TRUST IS THE REAL ALGORITHM.**

A low-angle, upward-looking photograph of two people shaking hands. The person on the left is wearing a light-colored t-shirt, and the person on the right is wearing a white t-shirt with a blue pattern. The background is a clear blue sky with a bright sun flare on the left side. The text is overlaid in the center in a bold, white, sans-serif font.

**PLATFORMS AMPLIFY WHAT  
HUMANS ENGAGE WITH.**

**HUMANS ENGAGE WITH  
WHAT THEY TRUST.**

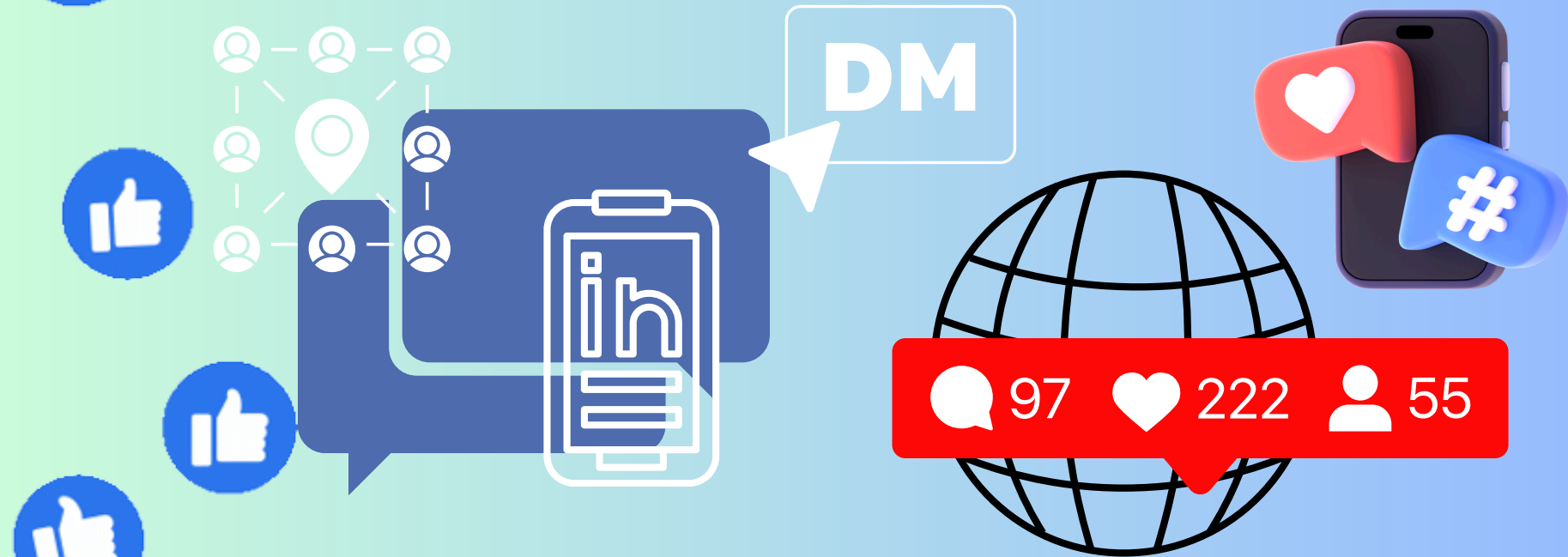
**TRUST COMPOUNDS.  
VIRAL POSTS DON'T.**

A close-up, profile shot of a woman with her eyes closed and hands covering her ears, suggesting she is trying to block out noise. She is wearing a light purple hospital gown. The background is a blurred hospital room with a white wall and a wooden headboard.

**WHAT ACTUALLY CUTS  
THROUGH THE NOISE**



**CONVERSATION > BROADCASTING**



**COMMENTS + MEANINGFUL  
ENGAGEMENT SIGNAL STRONGER  
INTEREST THAN PASSIVE LIKES.**



**THE CONTENT THAT  
CUTS THROUGH:**

**SAYS SOMETHING CLEAR.  
TAKES A POSITION.  
INVITES DIALOGUE.  
FEELS PERSONAL.**



**THE ALGORITHM DOESN'T  
REWARD PERFECTION.**

**IT REWARDS ENGAGEMENT,  
DIALOGUE AND CONNECTION.**



**SPEND 50% OF YOUR  
TIME ON SOCIAL MEDIA  
ENGAGING, NOT LURKING**

**ENGAGEMENT IS NOT HITTING LIKE.**

**IT IS:**

- **THOUGHTFUL, REAL COMMENTS**
- **ASKING DEEP QUESTIONS**
- **RESPONDING WITH YOUR DEPTH**
- **SHOWING UP FOR REAL IN YOUR AUDIENCE'S INBOXES**

A close-up photograph of wheat stalks in a field during sunset. The sun is a bright, glowing orb in the center, partially obscured by the wheat, creating a warm, golden light that fills the scene. The wheat stalks are in the foreground, some in sharp focus and others blurred, creating a sense of depth. The overall mood is peaceful and hopeful.

**YOU BUILD VISIBILITY + TRUST  
BY BEING VISIBLE IN OTHER  
PEOPLE'S CONVERSATIONS.**

A person wearing a blue dress with black polka dots is standing in a field of tall grass or wheat. The sun is low on the horizon, creating a warm, golden glow and lens flare. The person's arm is extended towards the sun. The background shows rolling hills under a hazy sky.

**WHY COURAGE +  
CONSISTENCY MATTER  
MORE THAN TRENDS**



**TRENDS EXPIRE.  
REPUTATION COMPOUNDS.**

**TRENDS SPIKE ATTENTION.  
CONSISTENCY BUILDS AUTHORITY.**

**431,738 views**

**YOU DON'T NEED TO GO VIRAL.  
YOU NEED TO BE RECOGNIZABLE.**



**“WILL THIS POST PERFORM?”**



**“IS THIS AUTHENTICALLY ME?”**

**DELETING A POST BECAUSE YOU'RE  
AFRAID IT WON'T PERFORM?**

**THAT'S THE ALGORITHM  
CONTROLLING YOUR COURAGE.**

**COURAGE IS PUBLISHING  
ANYWAY. CONSISTENCY IS DOING  
IT AGAIN TOMORROW.**

# HOW BEING YOU ATTRACTS THE RIGHT PEOPLE



IT'S  
ALL  
ABOUT  
YOU



**YOU ARE THE DIFFERENTIATOR.**

**THERE ARE THOUSANDS OF:  
COACHES, REALTORS, FOUNDERS,  
ATTORNEYS, MARKETERS, ETC.**

**THERE IS ONE OF YOU.**

**THE ONLY UNFAIR ADVANTAGE  
LEFT IS PERSONALITY.**



**WHEN YOU SHOW UP CLEARLY,  
THE RIGHT PEOPLE LEAN IN.**

**YOU DON'T NEED TABLE SCRAPS.**

A sunset over a lake with silhouettes of trees and a bench. The sky is a mix of orange, red, and grey, with the sun low on the horizon. The water is dark, and the trees are bare. A bench is visible in the foreground on the right.

**AUTHENTICITY DOESN'T ATTRACT  
EVERYONE. GOOD. IT FILTERS.**

**WHEN YOU SPEAK CLEARLY -  
THE WRONG PEOPLE SCROLL.**

**THE RIGHT PEOPLE STAY.**

**AND THE RIGHT PEOPLE CONVERT.**

TRUST

**F\*CK THE ALGORITHM.  
BUILD TRUST.**

Thank you!

*Whk*



**LAURA@ENGAGESM.COM**