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# Moraga's Chamber of Commerce sponsors 'Business in the Digital Age' presentation

By Vera Kochan



Photo Vera Kochan

## Amplified Digital Agency Advertising Executive Casey Weider

Several business members of the town's Chamber of Commerce attended the "Business in the Digital Age: Growing Your Business Through Digital Solutions" presentation, held at the Moraga Library, with the intent to improve or start their social media visibility.

"We felt that our local organizations were interested in learning to navigate the sometimes con-

fusing world of digital marketing," stated Executive Director Katie Bidstrup. "We had a wide variety of businesses in the 20 plus sign-ups, and you can see from the diverse businesses in attendance that this type of professional support is important across many industries."

Bidstrup acknowledged the businesses that attended, such as: Saklan

School, Mark Hoogs State Farm Insurance, Neptune Maps, Lamorinda Arts Council, Springbook, Moraga Hardware and Lumber, Loards Ice Cream - Moraga, Be The Star you Are, a commercial realty company, performing arts groups, and a budding animation business owner.

The March 6 event was guided by Amplified Digital Agency Advertising Executive Casey Weider, who typically provides custom digital solutions for all sizes and industries. The evening's goal was to help business owners understand, execute, and evaluate a digital strategy that would be a right fit for them.

Weider explained that Facebook has the largest social media platform with 3 billion users. Its demographic is 25 - 34 years old, and is the preferred social media plat-

form for people over 45. Its business page is created and managed by personal profiles.

Instagram is the second largest social media platform with 2 billion users, and 85% of its audience is younger than 45. It is the preferred platform for the 18 - 34 year old demographic, and its structure covers independent accounts that are classified as personal or business.

LinkedIn, explained Weider, is a primary social media tool for B2B (business to business) industries where 60% of users are between 25 and 34 years old. Typically, over 100 job applications are submitted every second on LinkedIn, and its business page is created and managed by personal profiles.

Weider also discussed how to get visibility. With regards to Face-

book, encourage page check-ins (activity); utilize Facebook Groups; view page analytics to determine the best time to post content; and video as much as possible (it has changed how people look at social media).

For visibility through Instagram, Weider recommended the power of

Reels (a short-form video); SEO (Search Engine Optimization) plus your profile; Highlights; post engagement such as Like comments, Share, and Save; use Hashtags; and implement co-sponsored posts. "It's a great way for people to find you," he added.

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# Bunnies & Brews celebrates spring with animals, beer and food

By Vera Kochan



Kids making friends with the bunnies Photo Vera Kochan

The Town of Moraga has begun celebrating all that is springtime with its 2nd annual "Bunnies & Brews" event for the whole family. The Parks and Recreation Department's festivities took place at the Hacienda de las Flores (hence the advertised description of "a Hacienda hoppy hour") on March 10, and the weather did more than cooperate with mildly cool temperatures and sunny skies.

The premise of the four-hour function was for adults to enjoy some beer from Moraga's Canyon Club Brewery,

Lafayette's Headlands Brewing Company, and Oakland's Ghost Town Brewing (who was sponsored by Moraga's Chamber of Commerce). "We see there are brew fests in other cities that have major breweries," stated Recreation Coordinator Donald Scully. "Having a couple of breweries around town makes this possible for us."

As for lunch, three food trucks were on hand that offered a variety of choices for anyone's taste buds. Ofie's Kitchen served up burgers, hot-dogs, and fries, while Golden Gate Gyro

tempted folks with Middle Eastern comfort food, and Bombzies BBQ offered a variety of Asian barbecue specialties.

Not leaving out the youngsters, childcare was provided by the Moraga Day Camp staff in the Casita building for kids aged 4 - 12, with supervised activities such as coloring, arts & crafts, or games.

You can't have a "Bunnies & Brews" event without the bunnies, and there were more bunnies on hand than you could shake a carrot stick at. Twenty bunnies in a variety of shapes, sizes, and colors hopped around a large enclosure that featured kid-sized furniture (for photo ops), and plush pet houses for the animals to hang out in. Joining the bunnies were two crescent ducks, a small pig, and a goat, all provided by Cute & Cuddlee Mobile Petting Zoo (<http://cuteandcuddleemobilepettingzoo.godaddysites.com>).

With the unpredictability of this season's rain forecasts, "The weather was scaring me," said Scully, but he needn't have worried as

approximately 250 attendees came out to enjoy a pint and a pet.



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03.23.24  
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10 AM (AGES 0-2) 10:30 AM (AGES 3-4) 11 AM (AGES 5-8)  
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