

# PR-Net lunch discusses using #tags to create publicity campaigns

Jodene Shaer will discuss how #tags can be used to create publicity campaigns at a working lunch of PR-Net on Thursday March 20 at The Fairway Hotel & Golf Resort, Randburg between 12.30pm and 2pm.

She is currently the social media publicist for Joburg Theatre, with a worldwide trend of #StarlightExpressSA and strategist for Peugeot SA, where she has been instrumental in the creation of the hashtag campaign, #FeelPeugeot, which has been incorporated into all areas of traditional media.



## Wealth of experience

Shaer has experienced a fast rise to finding her unique space in South African by emerging as one of the only social media publicists, with a focus on hashtag strategy and incorporating new media tweets & bloggers into the mix of traditional media.

Her online journey gained traction as blogger, with her personal Project Me story close embarking on 1000 posts and spanning a four-year story of living with courage, consciousness and a sense of humour.

As she made her way up the influencer ladder, she founded her #FollowSA Twitter community, focusing on creating connections online in order to bring about opportunity offline. With a keen focus on the power that fuels a well-strategised hashtag and through her connection of over 40 000 followers, she is sought after for social media publicity by brands, PR agencies and event organisers.

Fee is R150 per person booked and there is space for only 20 people - [Click Here to Book](#).

## Events in Cape Town

This week in Cape Town is the first of the PR-Net Trade Events in partnership with Andrea Desfarges. You can still book for Thursday's PR-Net Beverage industry event by clicking [here](#).

Thursday, March 20 is a big day for us in both cities. First off at 1.30pm in Cape Town is the Bloggers workshop with Dax Villanueva, booking for which is about to close.

Then, same place, same day but at 5.45pm is Louise Marsland sharing Trends. You can book for the Trends meeting [here](#).

Finally, in Cape Town on Wednesday, April 2 is our session about using Story Telling to create a brand's Narrative Intelligence. This meeting includes an invitation to stay for the comedy show following. [Book here for it](#).