**The Future of Facebook**

A conversation with **Eric Jackson**

**10 AM ET Thursday, June 21**

424-203-8075, Access Code: 519956#

Facebook is a key traffic driver for independent media; for better or worse, our current marketing, promotions, and donor development planning are intimately connected to Facebook’s corporate strategy. This connection was made more evident than ever in the past several weeks, as Facebook’s new promoted posts had the effect of pushing down our Facebook page views, likes, and fans.

It’s not enough for us to game Facebook’s Edgerank system; we have to understand its business model and long-term strategy in order to create our own strategic plans. That’s why The Media Consortium is pleased to invite Eric Jackson to speak with us.

Dr. Jackson is the founder of Ironfire Capital, a long/short and corporate governance-focused investment firm. Jackson is both a hedge-fund manager and a well-known business commentator, a frequent contributor to Forbes, Bloomberg, CNBC, WSJ China, [TheStreet.com](http://www.thestreet.com) and other publications. He recently published an article slamming Facebook’s mobile strategy: <http://tinyurl.com/7kc69tj>

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