

Kellie Anderson of TechWyse Shares Insights on Building Brand Community at HeyOrca Summit 2025



Toronto, Ontario May 18, 2025 ([IssueWire.com](https://www.issuewire.com)) - Kellie Anderson, a social media manager at [TechWyse](https://www.techwyse.com), recently presented at the HeyOrca's Community Summit 2025 in Toronto. Anderson's talk focused on the "Brand Halo Effect" and how tools like HeyOrca can be instrumental in fostering community and long-term brand trust.

In her presentation, Anderson detailed how HeyOrca, a platform for content collaboration, calendars, and scheduling, supports fostering community goals by streamlining content planning, approvals, and publishing. She emphasized using HeyOrca to activate the [Brand Halo Effect](#) through the importance of content that is consistent and engaging, builds trust, and shifts focus from mere content management to strategic brand building.

Anderson highlighted specific examples, including leveraging podcast content, video storytelling, and influencer marketing with HeyOrca. She shared insights on repurposing content created for podcasts, scheduling both videos and Reels for clients like Popular Book Company, and managing influencer content for brands such as Bouffe by Adjey.

Key takeaways from the talk included transforming experts into hosts, recruiting ambassadors, planning

for [user-generated content](#) (UGC), and empowering team members to share content that shows what happens behind the scenes.

Visit [our blog](#) to learn more about using HeyOrca to build a Brand Halo or read a recap of Anderson's HeyOrca Summit talk. For digital marketing services, contact TechWyse at 866-208-3095 or visit <https://www.techwyse.com/contact>.

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