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Podcast Show Notes

Unlock Austin's best-kept secrets with *Austinites 101*!

Today, Emily West, operator at *Austinites 101*, joins us to share how *Austinites 101* helps create a sense of community by connecting Austinites to local events, hidden gems, and unique experiences. She dives into the strategies that keep *Austinites 101* relevant in Austin's dynamic social landscape—from adapting to social media trends and fine-tuning public relations tactics to building authentic connections through community engagement. Emily offers insights into how she navigates the challenges of digital PR, develops content that resonates with her audience, and ultimately influences the choices Austinites make about where to go and what to explore. Listen in to discover how *Austinites 101* helps keep the vibrant culture of Austin thriving.

Connect with *Austinites 101* on Instagram and TikTok: [@Austinites101](https://www.instagram.com/Austinites101)

For more information on Austin's lively social scene, subscribe to our podcast!