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LOCAL EDITION

Amarillo Social Media Lab to Pair Businesses With Student Helpers Nov. 20

The WT Enterprise Center lists a Nov. 20 session pairing local businesses with AmTech Career Academy students for practical social-media help. The listing does not give a location or cost, so confirm details with the organizer before making plans.

By Caleb Hayes



Amarillo business owners looking for practical social-media help may find a useful opportunity on the calendar: the WT Enterprise Center lists a Social Media Lab for Friday, Nov. 20, from 8:30 to 11:30 a.m. The planned format pairs local businesses with AmTech Career Academy students for one-on-one or small-group assistance.

According to the center's event listing, matches are intended to reflect each business's social-media needs and the students' skills. Listed areas of help include Instagram, Facebook, Canva, content creation, video and Reels, and photography. The center describes the session as a chance for businesses to get hands-on support while students gain real-world experience.

That makes the lab more specific than a general talk about marketing: its listed approach is to work on tasks and platforms relevant to participating businesses. A business hoping to improve its social posts, for example, could check with the organizer about whether the session's available support fits its needs. The listing does not promise a particular result, identify participating businesses or students, or describe what each match will cover.

There are important details to confirm before attending. The event page does not state a location or cost, and the RSVP link was not independently verified in the available research. It also does not specify eligibility, what participants should bring, or whether spaces remain available. Businesses should contact the WT Enterprise Center directly to confirm that the session is still scheduled and ask about registration, location, fees and any preparation needed.

The event listing was retrieved Nov. 2, 2026. Details may change, so rely on the organizer for current arrangements: https://wtenterprisecenter.com/events/.