



NACKEY S. LOEB
SCHOOL OF COMMUNICATIONS

Learning Social Media: Business Style

Feeling left out while your business colleagues or competitors Tweet their way to success? Wondering how Facebook can help boost your organization with the click of a mouse?

The Nackey S. Loeb School of Communications is presenting a day-long workshop to explore using Social Media as a tool for businesses or organizations.

The workshop on July 24 is designed as an introduction to the expanding growth of social networks, with presenters who use networks such as Facebook and Twitter as more than a way to keep up with friends.

Instructor Judi Window is a motivational leader who specializes in turning information into action. She will cover Social Media basics, how to get started, networking and how to transform a person into a persona on the Web.

The panelists, as they describe themselves on Twitter and own Facebook pages, are Tom Puskarich, chef and restaurant owner, Zak Normandin, minimalist entrepreneur and Bill Petersen, self described traveler, teacher, preacher and learner.

The workshop is held from 9:00 a.m. – 3:00 p.m. Registration is \$40, including lunch. Register at www.loeb.school.org or by calling 627-0005.