



NACKEY S. LOEB
SCHOOL OF COMMUNICATIONS

Loeb School Presents Learning Social Media: Business Style

Feeling left out while 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.

Learning Social Media: Business Style will be held on July 23 from 9:00 a.m. to 3:30 p.m. It is designed as an introduction to using social networks as a business tool, with experienced presenters who use networks such as Facebook and Twitter to boost business, not just keep up with friends.

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

Other presenters are Kirk Membry of Moss Creek Media, a New Hampshire-based photographic services company; and Jeff McPherson, director of client development at SilverTech, one of New England's leading website developers and interactive agencies.

Participants should have some familiarity using social networks and will be expected to bring a laptop.

Registration is \$40, including lunch. Register at www.loebschool.org or by calling 627-0005.