



NACKEY S. LOEB SCHOOL OF COMMUNICATIONS

Loeb School Presents Social Media for Business

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.

Social Media For Business will be held on July 22. It is designed as a crash course concentrating on advanced techniques used to make Social Media a business tool. It features experienced presenters who use networks such as Facebook and Twitter to boost business, not just keep up with friends.

Instructor Judi Window will emphasize developing the planning process, identifying and building market niche and using Social Media tools to pull together a company or personal marketing plan.

The workshop is designed primarily for students planning to or currently using Social Media to enhance their business, non-profit or personal brand. Students must have a firm grasp of Facebook, Twitter and other main stream basic Social Media formats, as well as a business plan or idea.

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