



NACKEY S. LOEB SCHOOL OF COMMUNICATIONS

www.loebschool.org

Loeb School Presents Social Media for Business Workshop

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

The Nackey S. Loeb School of Communications is presenting a day-long workshop, plus the option of a one-hour follow-up webinar to explore using Social Media as a tool for businesses or organizations.

Social Media For Business: Beyond the Basics will be held March 15, from 9-3. The goal is to help businesses and nonprofits improve and manage their use of Facebook, Twitter, LinkedIn and video marketing. Participants should be familiar with how Facebook works, preferably in a business setting, and have some familiarity with other social media platforms such as Twitter.

Instructor Christine Halvorson of Halvorson New Media teaches how to manage time, gain fans for your business or organization and use photos and graphics wisely. The session includes an overview of cheap and easy ways to create and edit videos. Participants receive worksheets and an online version of the presentation.

Registration is \$60, including lunch. Register at loebschool.org or 627-0005.

For even more Social Media training, Christine will offer a one-hour "Advanced Facebook Techniques" webinar at a discounted rate of \$15 for those who attend the March 15 workshop.

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