

Social Media Workshop Series:

Your Ticket to an Online Presence!

Presented by

Social Media Association

of Lynchburg

An Introduction to Social Media

June 15, 2010

This introductory course will answer any major lingering questions you may have about social media.

Session 1

- What are the major social media sites that might be useful in my business?
- How can each of these tools be used to enhance my marketing effort?
- What commitments must I make when using each of these?
- What are the pitfalls of using social media?

- Create a Facebook Business page
- Learn Facebook wall, news feed, lists, events, groups, pages and more
- Create twitter posts, following, gaining followers, re-tweeting and more
- Tour LinkedIn updates, groups, connections, recommendations and more
- Create YouTube videos
- Connecting all your accounts together

How to Use Social Media Tools

June 29, 2010

In this hands-on computer course you will learn how to effectively use Facebook, Twitter and LinkedIn. (Computer Lab Class)

Session 2

Creating an Online Presence

July 13, 2010

76% of people no longer use phone books! Learn where they are going, and how to get found by creating an online presence.

Session 3

- Get found on Google
- Create an effective website
- Blogging
- Creating online listings in "online phone books"
- Get involved in social bookmarking and sharing websites
- Get on media-specific sharing sites like YouTube and Flickr

*See Back for More

Stand Out Online:

Strategies to Get New Business Through Social Media

July 27, 2010

Just having an online presence isn't enough!

- Create strategies to engage your customers using Facebook and other means.
- Learn effective ways to stand out and get new business using Facebook, Twitter, YouTube, websites and blogs.

Session 4

- Create strategies to sustain relationships
- Turn relationships into business leads
- Create ways to make sales

Creating Convergence:

Ways to Make Social Media turn into Sales!

August 10, 2010

This session will focus on methods you need to be using to make social media work for you.

Session 5



305 E. Main Street
Bedford, VA 24523

For more information contact the Chamber office at 540-586-9401.

Social Media Workshop Series

All five workshops will be held at CVCC-Bedford Campus,
Venture Blvd.
11:30 am – 1:30 PM.
You may bring your bag lunch.

COST PER SESSION:

Chamber Members: \$25.00 per session
Non Chamber Members: \$35.00 per session

Discounts for multiple sessions

3-4 sessions – 10% Discount off total amount
All 5 sessions –20% Discount off total amount

Advance Registration Required

(5 days before date of session)

- Session 1 Amount/session _____
- Session 2 No. of sessions _____
- Session 3 Discount _____
- Session 4
- Session 5 Total Amount _____

Company _____

Name _____

Phone _____

- Payment Enclosed
- Contact Me for Credit Card Processing