



SOCIAL MEDIA PLANNING FOR YOUR BUSINESS

BRING YOUR BUSINESS INTO THE NEW MILLENNIUM!

DAY 1 I NEED A SOCIAL MEDIA STRATEGY

– Understand the role of social media on the web and determine a strategy for a media plan.

DAY 2 & 3 FACEBOOK – Understanding Pages / Creating, Maintaining, and Promoting Pages / Tracking Promotional Efforts / Applications for Your Business / Being Mobile with Facebook / Social Ads. **TWITTER** – Setting an account / Ways to use your account / Combining your account with Facebook. **LINKED IN** – LinkedIn is the largest professional network that now allows for company profiles as well as personal profiles. It is distinct in that it is 100% business focused. Learn to utilize this tool and make connections via company, industry, group and interest. **YOUTUBE** – Why Use YouTube / How To!

DAY 4 BLOGGING – Why Blog / What to Use / Integrating Blogging with Social Media.

WordPress – WordPress is the leading web/blogging software in business. It can be utilized to set up blogs or traditional websites to post commentary, thoughts, ideas, photos, audio, video, etc. It is a free open source software, extremely flexible and has all the popular plug-ins. **MY BUSINESS IMPLEMENTATION PLAN** – Determine a schedule of social media activities as part of the media plan.

COST: \$495/participant (25% discount if team of 3 or more from the organization)



DATES & TIMES: May 29th, 30th, 31st & June 1st from 8:00 AM – 1:00 PM

LOCATION: Business Resource Center / 630 W. 19th Street / Downtown Merced

For more information or to reserve your seat, please contact the Workplace Learning Resource Center:

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