



SOCIAL MEDIA FOR YOUR BUSINESS

BRING YOUR BUSINESS INTO THE NEW MILLENNIUM!

DAY #1: SOCIAL MEDIA TOOLS – Facebook, Twitter, LinkedIn, YouTube, Google+, and Blogging with WordPress. Create, Maintain, Promote and Integrate Facebook Business Pages, Twitter Profiles, LinkedIn Profiles & Company Pages, Google+ Pages, and keep your content on your own site by learning to Blog with WordPress.

DAY #2: SOCIAL MEDIA THE SMART WAY – It is essential to communicate appropriately, safely, and effectively on social media platforms – learn best practices, ethics, and privacy issues on these social platforms.

DAY #3: STRATEGY – Be effective with your social media and optimize your social media campaigns. Learn how to plan a social media strategy that meets your business goals, is measurable, and can be adapted!

COST: \$145 per participant for this three-workshop series

DATES & TIMES: February 6, 20 & 27, 2015 from 8:30 AM–11:30 AM
OR

August 21, 28 & September 4, 2015, from 8:30 AM–11:30 AM

LOCATION: Business Resource Center / 630 W. 19th Street Merced, CA 95340

For more information or to reserve your seat, please contact Community Services
at 209.384.6224 or communitysvc@mccd.edu

