

WORKSHOP: Beginning Your Journey into the Social Media World

Social Media is one of the most effective, efficient, economical ways to market and grow your business – yet many people don't understand how it works or where to begin. This **workshop** is aimed at aspiring entrepreneurs and motivated business people who want to put an end to the confusion, unravel the mystery, and discover the treasure of marketing strategies available through Social Media in **Facebook, LinkedIn and/or Twitter**. Take the first step—register today!

Objectives For This Workshop:

- Understand the terminology and different nuances between the various social media outlets.
- Determine which aspect of social media is best suited to your business.
- Understand social media marketing tools and how they can benefit your business.
- Learn how to develop a **SUCCESSFUL** social media strategy with measurable results.
- Learn how to effectively implement your strategic marketing plan.
- Learn how to improve results from your social media marketing strategy.
- Gain insight on how to build your brand and your credibility.



LINKED IN:

Best practices for setting up a professional profile

How to modify your profile settings

How to build your network with connections and followers

How to locate/join, and be an active member of a group

Posting your blogs to get the most attention



TWITTER:

How to set up a profile

Strategies for defining your community:
People you follow and people who follow you

Guidelines for writing effective "tweets" (messages) and getting the most of out hashtags

FACEBOOK:

How to set up a business page

What content to post

How to get the most with your posts by sharing, liking, and checking in



Workshop Sponsored
by the WBN Education
Committee

Tuesday, July 12, 2016

1:00 PM—4:00 PM

Pittsburgh Airport Marriott

777 Aten Road

Coraopolis, PA 15108

**WBN Member Cost is \$25 (early bird discount
\$15 if registered before 6/28/16)**

**Non-WBN Member Cost is \$35 (early bird
discount \$25 if registered before 6/28/16)**

**Online registration/payment only no later than
Wednesday, July 6, 2016 at**

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**Questions should be directed to
Janis Lipinski at 412-328-4768**