

Social Media for Business Series, 2016

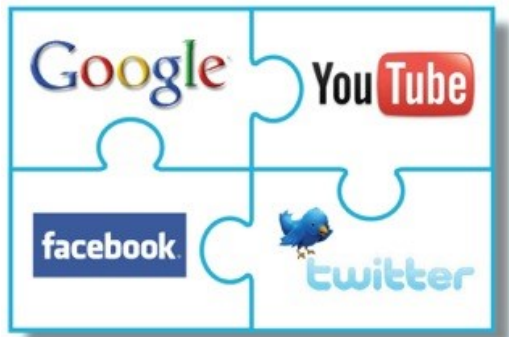


Illustration by The Courage Group

ONLY \$60 per class

It is a bargain that your business cannot afford to ignore.

(Ask about a 50% discount from ETF)

To ensure your spot in the class, register at least one week prior

Call KCC-OCET 245-8318

March 23, 1-4pm; Social Media for Business, Getting Started, (Overview for Business Owners and Managers)

Discover how to integrate social media marketing into your overall business plan. Understand the basics of what each major social media platform is and what it offers. Learn how to engage fans and respond to customer complaints posted on social platforms. Unlike all of Linda's other classes in this series, this is NOT an interactive, hands-on class. There will be several structured opportunities to ask questions but the rest of the class will be in a lecture format.

April 1 1-4pm; Social Media for Business, Introduction to Facebook

Note there is a difference between a Facebook personal Timeline (or profile) and a Facebook Page. Personal Timelines (profiles) have "friends", Pages have "likes". Pages are for brands, companies and non-profits. Personal Timelines are for individuals. This class is for those who want to have a Facebook Page but don't know how to get started. You'll learn the basics including how to set up the page and use the admin interface. **It is expected that you already have a Facebook personal Timeline and know the basics of using Facebook.**

April 15, 1-4pm; Social Media for Business, Intermediate Facebook

Already using Facebook but want to get tips to make your efforts more effective? There will be reviews of existing Facebook Pages including an opportunity for class participants who wish to get feedback on their own Pages during the session.

July 15, 1-4pm; Social Media for Business, Introduction to Twitter

Twitter is not yet popular on Kauai, but travelers to Kauai from elsewhere may use it both to search for info and share their experience with your business with their followers. Learn how to set up your Twitter account and the basics of how to tweet, post photos on Twitter, find mentions of you and your business, and interact with customers.

July 29, 1-4pm; Social Media for Business, Intermediate Twitter

Have a Twitter account but you could be more effective? Learn how to use Twitter tools, what to tweet about, how to participate in a Twitter chat, how to find people to interact with, what Klout is and why it matters.

August 5, 1-4pm; Social Media for Business, Google Plus and YouTube

Learn how to set up a YouTube channel and integrate YouTube into your website and other social media platforms. GooglePlus is important to your business because like YouTube, it is Google so it helps your business get found. Learn the basics of how to set up and use Google Plus.

August 26, 1-4pm; Social Media for Business, Intermediate Google Plus

We will cover Google Plus About Page set-up, HangOuts, circle filtering, styling your writing, notifications, authorship and a follow-up on concepts from the introduction class, including how to +mention and address posts. All Google Plus classes include membership in the valuable KCC-OCET Google Plus circle.

Social Marketing pro **Linda Sherman**, explains how social media marketing fits into your overall marketing plan, and takes you on a deep dive into the important social media tools.