

# SOCIAL MEDIA SEMINARS

WITH MINDIE BURGOYNE



Harness the power of  
Social Media to grow  
your business or brand!

**Viral Networking I :  
Leveraging Social Media Networks to  
Grow your Business or Brand**

**March 10, 9 am – 12 pm**

This session covers the basics of using and understanding social media platforms, and understanding the potential for having information go "viral". The session covers how to leverage your social media network to create a buzz about your brand and grow your small business. The "big 5" social media platforms are discussed - Facebook, LinkedIn, Twitter, YouTube and blogging. This is not a "how to build a Facebook page" class .. it's more of a "how to strategize" with social media to get results. (CEI 295 A—Cost is \$49)

**Viral Networking II :  
Using FaceBook & LinkedIn**

**April 7, 9 am – 12 pm**

Session II recaps the role of social media in marketing, with in-depth coverage of the Facebook and LinkedIn social networks. This is a good session of those that have signed on to LinkedIn and created a Facebook page, but don't know what to do next. Facebook PAGES and GROUPS are briefly covered as is GROUPS and ANSWERS in LinkedIn. (CEI 296 A—Cost is \$49)

**Viral Networking III :  
Using Twitter, Blogs and UTube**

**May 5, 9 am – 12 pm**

Session III offers a very brief recap on the role of social media for marketing a brand with in-depth coverage on Twitter and basics of YouTube and blogging. Learn methods for charting the progress of your competition using social media tools. This session is for savvy internet users. In order to understand the content covered, attendees should have:

- Visited blog sites with an understanding of what a "blog" is.
- Viewed videos online Set up a twitter account (CEI 297 A—Cost is \$49)

All seminars are held at

Chesapeake College, Wye Mills Campus

For more information or to register, call 410-827-5833  
or [mleach@chesapeake.edu](mailto:mleach@chesapeake.edu)