

Social Media Lab

Do you want to learn how social media can help your business reach existing customers and build relationships with new ones? If so, bring your laptop and join us for a fun and exciting Social Media Lab and take away completed projects each week that you can start using immediately. Social Media Lab is a six-week program offering the “how to” basics for promoting your business through social networking and blogging. Each week we will cover building a different site in a 3-hour lab. Find out from the experts how to build your business as you build Friends, Fans, and Followers.

Labs will be held on the Floyd Campus on Monday mornings from 9am until noon. Each week’s class can be taken separately, but for the best value and to learn how the different types of media interact, register for all five weeks together! Register for individual weeks for \$79 each, or for all five for \$289. Register for the complete program and bring a friend, and get \$10 off the second registration. Register five or more people together and receive a 5% discount on all registrations!

SOCIAL MEDIA OVERVIEW

What is it? What’s in it for you? How can engaging in social media help your business? Do you know the difference between LinkedIn, Twitter, and Facebook? And just what in the world is Blogging? In this introductory class you will learn the basics and the purpose of each of these, and how integrating them will give you the greatest bang for your buck. This first week sets the stage for the remaining sessions.

Date: Mon Feb 7

TWITTER

Create a Twitter account and learn proper twittiquette. Tweeting is like text messaging to the world; just don’t say anything you don’t want Grandma to see! Find out what it means to follow and be followed. Although it may sound like it, it’s really not cyber-stalking at all!

Date: Mon Feb 14

LINKED IN

From building your personal profile to participating in groups, learn the ins and outs for getting the most of this online rolodex and resume.

Date: Mon Feb 21

FACEBOOK

Build a Fan Page and find out ways to promote it to your friends and customers. This is one online cocktail party you don’t want to miss.

Date: Mon Feb 28

BLOG BUILDING

Learn the basics of building a Wordpress blog. Your blog is the foundation of your social media program. A well-built blog will be one of your Website’s Top 10 referral sources. We will spend the first session setting up your site, and the second session actually posting to make you blog come alive.

Date: Mon Mar 7

ABOUT YOU INSTRUCTOR

Carol Flammer is a public relations and social media marketing expert, strategist, and consultant. With 20 years of experience, Carol has established herself as the “go to” for real estate and construction products public relations and social media. Carol is president of Flammer Relations, Inc., and managing partner of mRELEVANCE, LLC, an Internet Marketing, Social Media and Public Relations firm with offices in Atlanta and Chicago. She holds the MIRM (Member of the Institute of Residential Marketing), CAPS (Certified Aging in Place Specialist) and CSP (Certified Sales Professional) designations from NAHB