



## Social Media Workshop — Part I of II

In a world where the internet is the “go-to” source for just about everything, this workshop is offered as a timely overview of the different means of social media communication **with a focus on the tourism industry**. Social media IS an important way to communicate with customers and to establish and enhance your online brand.

At the completion of this workshop, participants will have established Facebook, Twitter and LinkedIn accounts, with information on the attributes of each. A booklet will be given out which participants will use to save account and password information, as well as suggested follow up activities. Even if you’ve already established your on-line accounts this workshop is designed to enhance your knowledge to better maximize your advertising success.

### Outline of program:

- Introduction to Social Media - how it is changing the way businesses communicate and sell.
- Benefits and challenges to being involved in Social Media
- Twitter: Set up account, lesson in using Twitter. best practices, who to “follow” etc.
- LinkedIn: Set up account, lesson in using LinkedIn, best practices, how to obtain information and contacts.
- Facebook business page, lessons in using Facebook- connect with customers, managing information.
- Next steps – how to become and stay successful with social media.
- Instructor: Sally Berry, Bristol Creek Tourism Consulting, LLC.

**Date:** Tuesday, March 30, 2010  
**Time:** 9:00 am – 12:00 noon  
**Location:** Genesee Community College – Lima Campus  
7285 Gale Rd., Lima, NY 14485  
**Cost:** \$20.00 per person (or \$15 per if Part I & II are booked together)  
(includes program, training materials and refreshments)  
**\*\*\*\*Every participant will have full use of an internet connected computer\*\*\*\***



Attendee _____
Organization/Business _____
Phone _____
Address _____
Email address _____

**Seating is limited. CALL THE CHAMBER TO MAKE YOUR RESERVATION – 585 243-2222**  
To ensure your participation, mail your registration form and payment  
before Friday, March 19, 2010

Livingston County Chamber of Commerce, 4635 Millennium Drive, Geneseo, NY 14454.  
Make checks payable to Livingston County Tourism. Questions? Call 585 243-2222

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