

To Register for this Workshop

call 208-334-9004 ext 336

**Benefits for attending**

This workshop will expose you to valuable social networking and web marketing tools, industry information, cases studies and rules to live by. We will demonstrate professional and business applications of wildly popular social networking sites such as Facebook, Twitter and LinkedIn.

**Who should attend**

Anyone with desire to leverage today's rapidly evolving social networking tools while promoting yourself or your business to the masses!



**Useful Web Sites**

[www.sba.gov](http://www.sba.gov)

[www.sba.gov/id](http://www.sba.gov/id)

[www.idahobizhelp.org](http://www.idahobizhelp.org)

[www.idahotvscore.org](http://www.idahotvscore.org)

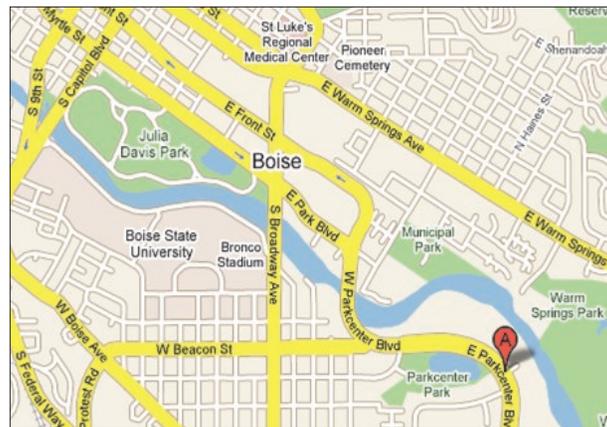
[www.idahosbdc.org](http://www.idahosbdc.org)

[www.bizcenter.org](http://www.bizcenter.org)

[www.sos.idaho.gov](http://www.sos.idaho.gov)

[www.nwbc.gov](http://www.nwbc.gov)

[www.commerce.idaho.gov](http://www.commerce.idaho.gov)



**Free  
Workshop**

**Social Networking &  
Web Marketing**

**U.S. Small Business  
Administration  
380 E. Parkcenter Blvd,  
Suite 330  
Boise, Idaho 83706**

[www.sba.gov](http://www.sba.gov)  
[www.sba.gov/id](http://www.sba.gov/id)



Develop the skills  
needed to  
Understand  
and  
Expand  
your marketing  
processes within the  
Social Networking  
Universe



## Social Networking & Web Marketing

The workshop will provide an overview of the social networking and discuss general principles and implementation details for Facebook, Twitter and LinkedIn

### Topics

What is Marketing  
What is Social Networking  
Who is using Social Networking  
Success and Failure Case Studies  
Rules to its use  
LinkedIn Features and Uses  
Facebook Features and Uses  
Twitter Features and Uses  
Fitting Social Networking into your marketing  
Helpful Resources  
Questions & Answers

### **Sessions**

**8:30am to 10:30am**

**May 31, 2011**



## What it is Social Networking?

It IS everywhere...  
It IS opportunity...  
It IS an extension of  
your marketing...

**U.S. Small Business Administration, 380 E. Park Center Blvd., Suite 330, Boise, Idaho 83706**

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