



SOCIAL NETWORKING

A Free Workshop from the SBA's Boise District Office

An introduction to contemporary social networking services and tools for small businesses from setup to integration including: *Social Networking Defined, Culture, Information Sharing, Account Creation, Company and Product Pages, Management, and Integrating Social Media* into your business processes. Demonstrations of real time social networking tools and services are provided time permitting.

This workshop builds on concepts covered in our Business Basics workshop and expands them to the Social Networking universe.



"Very nice presentation; covers a lot of material!"

"Great overview; my next step is to engage what is appropriate for my business!!"

After completing this workshop participants should be able to:

- Use Social Media effectively
- Choose the right Social Media tools
- Create a Facebook page
- Create/manage Twitter & LinkedIn accounts
- Apply the consumer decision buying process
- Develop a game plan for implementation



Boise District Office Workshops
can be found online at:
www.sba.gov/events

To Register for these workshops please contact the SBA Boise District Office at 208-334-9004 x346 or BDOEventReg@sba.gov
Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance.
Please contact us at 208-334-9004 x336 for details.