

# The Vermont Women's Business Center and



Invite you to a special series of

## **SOCIAL MEDIA CLINICS for Business Owners**

These hands-on clinics will provide instruction for participants to learn and implement social media components for use in their individual businesses and as part of their marketing plans.

**July 18, Introduction and Overview:** Illustration of business growth opportunities through social media - overview of different types of social media and marketing strategies. Introductions to FaceBook, Twitter, Flickr, and blogging as it relates to business enhancement. This is an opportunity to address the question, "What are you afraid of?"

**July 25, Focus on FaceBook:** Discover the benefits of FaceBook and how to take advantage of this marketing tool. Participants will learn hands-on how to sign up for an account and create a FaceBook page, how to get fans, how to add applications to increase fan interaction, and how to use FaceBook's demographic information to inform marketing and product development.

**August 1, Twitter and Flickr:** Find out how to register for an account and create a professional background (Twitter) as well as how to upload photos and create an online portfolio (Flickr), and how to use both for marketing.

**August 8, Blogging:** \*(This class is 3-6 PM.) Learn about the basic elements of a blog such as visual design, writing posts, creating a banner, and how to integrate other social media into the layout. Discussion will also include how to develop content for posts, how networking with other bloggers can help gain attention, and how to submit your blog to online directories.

Instructor: Elissa Campbell (visit [www.BlueRoofDesigns.com](http://www.BlueRoofDesigns.com))

**All classes are Monday afternoons from 3-5 PM\***

**LOCATION: Rutland Regional Community TV, Bldg. 24  
Howe Center, 1 Scale Ave., Rutland, VT 05701**

**→ PC or Mac laptop computer required ←**

**Advance registration required. Class size is limited to 10 people. Cost is \$12 per workshop or all four for \$40. Partial fee waivers available for income eligible participants, please ask.**

**To reserve your place: Call VWBC, 877-524-1998 or E-mail,  
[vwbc@cvcac.org](mailto:vwbc@cvcac.org)**

VWBC appreciates the assistance of **Common Good Vermont** in promoting these clinics.



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The Vermont Women's Business Center is a project of Central Vermont Community Action Council, Inc. Funded in part through a cooperative agreement with the U.S. Small Business Administration. VWBC makes every effort to accommodate persons with disabilities if requested at least two weeks in advance. Contact VWBC, 8 S. Main St. Barre, VT 05641; Phone: 877-524-1998.