



Center for Women & Enterprise



Social Media Boot Camp for Small Business and Entrepreneurs

When: Friday May 18, 2012, 8:30a.m. – 3p.m.
Where: 50 Elm Street, 2nd Floor Worcester, MA 01609
Cost: \$149.00 (including lunch & refreshments)
Register: By phone at 508-363-2300 or email info.worcester@cweonline.org

Social Media is Social Business, and it's serious. Do you have a handle on strategies for Facebook, Twitter, LinkedIn, Google+ and other social network business tools? This full-day training program will help you create a plan you can begin using immediately for the success of your business.



Instructor: Michelle Fontaine, MBA, Certified Trainer, Career-long Marketer. You can read more about Michelle of FBsmarty at www.fbsmarty.com/about.html or www.facebook.com/fbsmarty

Takeaways: In addition to the knowledge you'll obtain, Michelle will supply presentations and tools to reinforce your newfound skills. You'll also be presented with a handsome Certificate of Achievement.

Learn Strategies and Tips to Improve your Social Reach, such as:

- Why Blogging is the center of it all
- Why your business needs to stake a claim on Facebook, Twitter, LinkedIn, YouTube and Google+
- Local case studies: the good, the bad and the lonely
- Research Strategies for article writing and blog topics
- How to use Pinterest for business
- Ways to gain Facebook traction and how to utilize Facebook's latest changes to your advantage
- Process 'flow' vs. human 'flow' – when you can automate and when you should not
- Posting: what, when & how often
- How to measure your effectiveness without drowning in the data!

Blackstone Valley Chamber of Commerce Mission Statement:

To promote the economic vitality of the Blackstone Valley, meet the needs of the Chamber's business members, while providing leadership on issues which impact the economy and quality of life in the Valley

THE MISSION OF THE CENTER FOR WOMEN & ENTERPRISE
is to empower women to become economically self-sufficient and to prosper through business and entrepreneurship.



Funded in part through a Cooperative Agreement with the U.S. Small Business Administration. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Please call the CWE Worcester office at 508-363-2300.