

# SOCIAL MEDIA BOOT CAMP

## WORKSHOP DETAILS

### Who:

Small Business Owners and those responsible for marketing small businesses

### Where:

SBDC at Harper College  
650 E Higgins Rd, Suite 18N  
Schaumburg, IL 60173

*Simple enough for busy entrepreneurs to grasp, yet robust enough to improve your bottom line.*

*This workshop will teach you what you need to know to develop, implement and manage social media marketing and how to analyze and improve your results.*

Facebook \* Twitter \* Google Local \* LinkedIn \* and more  
Use Social Media to drive sales, create customer loyalty and expose product and services to new audiences.

## REGISTRATION INFO

### Go to:

HarperCollege.biz or  
call (847) 925-6520

### Fee:

\$50 per session or \$175 for all 4 sessions

### Questions?

Email SBDC at  
SBDC@harpercollege.edu

**WEEK 1 –** Social Media Marketing—Need for SM and fundamentals

**WEEK 2 –** Social Media Engagement—How to create a social brand and build networks

**WEEK 3 –** Social Media Platforms—Which is best for your business?

**WEEK 4 –** Social Media Local—How to use SM to be found

## November 4, 11, 18 & 25

**1 to 4 pm**