

The Social Media Strategies Workshop Series

* Free 90 Minute Morning Workshops at the Lafayette Library *

**Online Business Profiles Matter:
Easy Steps to Leverage Yours
Wednesday, May 18 - 8 a.m.**

Your customers post online. So do competitors. Others read, ask questions, form opinions. You can't control everything that's said online about your business, but it's important to manage what you can. That starts with popular business profiles. In this workshop, we'll talk about easy steps for claiming and leveraging yours.



**Why Blog -- and How to Leverage
Social Media to Find More Readers
Wednesday, June 15 - 8 a.m.**

Are you thinking about starting a blog for your business? There are many reasons to add blogging to your businesses' online strategy, but know this: Blogs take time. Use that time well by helping increase your blog's readership. Let's talk about strategies to do that, including leveraging social media and simple search engine optimization techniques.



WORDPRESS

**Social Media Marketing
for Local Businesses
Wednesday, July 20 - 8 a.m.**

Facebook, Twitter & More. Are you wondering how social media and other "inbound" marketing efforts can help your business? Logging on is the easy part. What you do once you're on-line is what really matters. We'll be talking about how social media relates to your overall business strategy.

**Lead
Generation
2011**

Workshop Presenter:

Robin Fox, Social Media & Inbound Marketing Coach

Blending skills honed as a Fortune 500 corporate finance client manager, journalist and online content creator with extensive new media training, Robin Fox is a Certified Social Media Coach who helps clients build effective networks to support their personal brand and encourage business referrals.

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All workshops start at 8 a.m.

* Arts & Science Classroom *

Lafayette Library and Learning Center
3491 Mt. Diablo Blvd, Lafayette
(Enter from Plaza, off First Street)

Limited Seating • Reservations Recommended
Reserve your seat: workshops@lafayettechamber.org
Other Questions? Email or call (925) 284-7404

