



DAVE WIRSCHING

Dave is the principal member and founder of Why About Marketing. Using his extensive background in technology and consulting, he helps his clients achieve marketing success through education, content creation, and optimization for "new media" – web sites, social networks, blogs, email, and online advertising.



KRISTIN KANE

Kristin is the Director of Social Media & Recruiting with Kane Partners Staffing Solutions. In launching this new division Kristin is assisting clients in custom solutions for their social media needs and understanding which may include: strategy/plan development, site building, training and education, and even tracking your statistics. Not only does Kristin assist companies but also directs all of Kane Partners numerous social media programs, events and seminars. In short, Kristin is the face of Kane Partners for all things 'social' and media related!

The Ins & Outs of LinkedIn & Facebook

The **BEGINNER** OR **ADVANCED** - *What you Need to Know*

LinkedIn & Facebook are both making headlines in the business world.

Are you using Social Media in your business? Are you on Facebook or thinking about joining? Do you have a LinkedIn Profile? Maybe you have concerns mixing business and personal, or don't see the value in the time you need to invest? Join us as we learn more about LinkedIn and Facebook.

Choose between the **BEGINNER or ADVANCED** Track to gain the information you need based on your knowledge for maximizing your Social Media presence, whether it is using this time to build your fundamentals with the basics or taking the next steps in the advanced session. Both sessions will conclude with real examples of how others are using Facebook and LinkedIn to find business, market and promote what they do.

BEGINNER Attendees will Learn:



LINKEDIN

- Settings & Customization
- Key Elements for an Effective Profile
- Joining and Participating in Groups
- Connecting: How & Next Steps
- What Next??



FACEBOOK

- Facebook Profile
- Populating the Information Tab
- Pulling in your LinkedIn Profile
- Create & Use of Lists: "Friends" vs "Business"
- Privacy & Account Setting
- Creating a Basic LIKE Page
- Examples of Businesses using Facebook & LinkedIn

ADVANCED Attendees will Learn:



LINKEDIN

- Review of an Effective Profile & Account Settings
- Etiquette of Participating in Groups
- Maximizing Connections & Applications
- Question & Answer
- Searching for Business



FACEBOOK

- Facebook Profiles/Tabs - Review
- Use of Lists: "Friends" vs "Business"
- Privacy & Account Setting - Review
- Adding Applications (LinkedIn Profile)
- Improving a Basic Business LIKE Page with Application & Content
- Examples of Businesses using Facebook & LinkedIn



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Collegeville, PA 19426

OR

FAX TO:

610.454.1270

QUESTIONS CALL:

610.489.6660

OR

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info@PVChamber.net

Register Today!

CONTACT _____ COMPANY _____

PHONE: (____) _____ EMAIL: _____

Choose

BEGINNER Linked In/FaceBook Seminar **ADVANCED** Linked In/FaceBook Seminar

Seminar (includes admission to Networking Mixer) - \$35 member, \$50 non-member

Networking Mixer Only - \$15 member, \$20 non-member • Light hors d'oeuvres, cash bar

Time/Place

SEMINAR starts at 3:30p.m. MIXER will be held from 5-7p.m.

FEBRUARY 9, 2011 • SPRINGFORD COUNTRY CLUB • 48 COUNTRY CLUB ROAD, ROYERSFORD

Payment

Check Enclosed Visa MC Amex # _____

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