



# WESTERN PIEDMONT COMMUNITY COLLEGE

## Small Business Center

### Social Media Marketing Series

This is an intensive 9-hour 3-week workshop with a hands-on approach to social media marketing for those who want to know more about this tool. Upon conclusion the participant will have developed an effective engagement in the social media arena through the use of Facebook, Twitter, LinkedIn, blogging, video, and pictures. Class size is limited to 24 so register early.

#### GROW YOUR BUSINESS WITH SOCIAL MEDIA

**COST: FREE**

This is a very basic overview of just exactly what social media is – it's history, general statistics & demographics, positives and negatives of engagement, and the reasons why it's considered a highly effective marketing tool. This class will set the tone for the follow-up sessions. You will learn why YOU should be involved in this growing interest. During this class, participants will open their Facebook, Twitter, and LinkedIn accounts and begin engaging on those platforms. You will learn why each is important to you and your business.

November 29th, 2011

Tuesday

6:00 pm-9:00pm

Course # 27709

Room HEC-123

#### PUTTING YOUR BUSINESS ON THE WEB

**COST: FREE**

This session is a basic overview of what it means to use video and pictures as additional methods to promote yourself, your business, or your organization via the internet. Participants will learn about the various video & picture sharing sites such as YouTube and Photobucket. Attendees will be taught the general history of blogging, blog software options, the reasons why blogs are effective tools for engagement with their target audience, and shown examples of excellent business and nonprofit-based blogs.

December 6th, 2011

Tuesday

6:00 pm-9:00 pm

Course # 27710

Room HEC-123

#### EXPAND AND MANAGE YOUR BUSINESS WITH SOCIAL MEDIA

**COST: FREE**

It really is about making things simple. Using social media tools can be daunting tasks. We want to make it easy for you. Come to this class to learn how to put everything you've learned into a clear and concise plan of action. We will discuss various automation tools that will make your social media experience more enjoyable. We will also discuss the many applications available today to use on your computer, tablet, or smart phone.

December 13th, 2011

Tuesday

6:00 pm-9:00 pm

Course # 27711

Room HEC-123

#### HOW CAN EXCEL HELP SMALL BUSINESS OWNERS

**COST: FREE**

Simple spread sheets, navigating around spread sheets, using formulas and functions and formatting will be covered in this 3-hour seminar.

December 15th, 2011

Thursday

6:00 pm-9:00 pm

Course # 29224

Room HEC-132

#### BUSINESS OPERATIONS

**COST: FREE**

Basic Human Resources concerns - Discussion on different forms of Business Structure.

December 20th, 2011

Tuesday

6:00 pm-9:00 pm

Course # 27725

Room HEC-123

#### BUSINESS LOANS—ARE YOU READY?

**COST: FREE**

December 21st, 2011

Wednesday

3:00 pm-5:00 pm

Course # 27721

Room HEC-123

**These WPCC Small Business Center seminars take place in the Foothills Higher Education Center located at 2128 S. Sterling Street.**

**Pre-registration is required. You may register online at [https://apollo.wpcc.edu/forms/ce\\_onlinereg.htm](https://apollo.wpcc.edu/forms/ce_onlinereg.htm)**

**Please contact [Eddie McGimsey](mailto:emcgimsey@wpcc.edu) at WPCC at (828) 448-6719 or [emcgimsey@wpcc.edu](mailto:emcgimsey@wpcc.edu) for more information.**



[www.wpcc.edu](http://www.wpcc.edu)

WPCC complies with the Americans with Disabilities Act and will make every effort to honor reasonable requests made by individuals with qualifying disabilities. Accommodations must be requested three (3) business days in advance of school events or activities through the Disability Office, room 103 Hildebrand Hall or call 828-448-3153.