

Title: *Strategies for Social Media: Learning How to Make Social Media Work for Business*

Are you trying to generate leads and increase the visibility of your business in your community?
Have you played with social media and find yourself struggling to make social media work?

In this 40 hour program you will learn how to do the following:

- How to secure your social media accounts so you do not get hacked and have a mess to fix
- How are make a Facebook Page create opportunities for your business, measure analytics on Facebook and use Facebook ads
- How to use Instagram to create visibility and opportunities for your business through images
- How to use Twitter to reach and engage new prospects
- How to develop strategies for building a community around your business
- How to know what others are searching for and set yourself right in front of their eyes

If these concepts appeal to you, then please contact your business association to apply.