

Social Media...

a vital component of Relationship Marketing today!



Circle Michigan Social Media Educational Seminar Friday, March 19, 2010 Great Lakes Maritime Heritage Center in Alpena.

Agenda

- 10:00 am Registration & Networking
- 10:30 am Welcome, Announcements & Database Management Discussion
- 11:00 am "Why Social Media?" - Lori Libka, Bronner's CHRISTmas Wonderland
- 11:30 am "Facebook 101" - Rebecca Kotz, GEMS Solutions, LLC
- 12:30 pm Lunch
- 1:15 pm Great Lakes Maritime Heritage Center Tour
- 2:00 pm "Twitter 101" - Rebecca Kotz, GEMS Solutions, LLC
- 3:00 pm Social Media Question & Answer Session
- 3:15 pm Seminar Concludes

Facebook 101: How to build fans



During the Facebook seminar, we will cover ...

- | Why you want a Fan page or Group, and the differences between the two
- | How to set up a Fan page (name, logo, tabs, etc.)
- | How to attract fans
- | How to be secure with Facebook

Twitter 101: How to Tweet like a Pro



During the Twitter seminar, we will cover ...

- | How to set up a successful Twitter account (username/Twitter handle, images, profile information, background image, etc.)
- | How to Tweet with the proper Twitter lingo (#, DM, @, RT)
- | How to follow and be followed
- | How to be secure with Twitter

Your **\$19** fee for the entire seminar will include **lunch** and a **workbook** to help you remember and apply everything you learned in Facebook 101 and Twitter 101.

Register today by e-mailing Joyce at joyce@circlemichigan.com. Once you receive our invoice, please send your check payable to Circle Michigan, P.O. Box 541, Trenton, MI 48183

Quality Inn Forward Conference Center/West Branch and **Thunder Bay Resort/Hillman** will be offering attendees a **special rate** on Thursday and Friday, March 18 and 19. Call Dawn Umphrey (989-345-3505) at the Quality Inn (\$59) or Melanie Libby (989-742-4502) at Thunder Bay Resort (\$65 hotel room/\$99 suite) to make your reservation.

See you Alpena!