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FOR IMMEDIATE RELEASE

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SBDC to offer social media marketing seminars at BMCC Baker County Center

PENDLETON, Ore. – The Small Business Development Center (SBDC) at Blue Mountain Community College has teamed up with Constant Contact to provide a series of marketing workshops for business owners and non-profit organizations starting Aug. 3 and 4 at BMCC’s Baker County Center, 3275 Baker Street, Baker City.

“Social Media Marketing & Facebook Ad Tips” are the first two workshops in the four workshop series starting Wednesday, Aug. 3, from 6-8 p.m. “Advanced Social Media Marketing” will take place Thursday, Aug. 4 from 10 a.m. to noon. Participants can register to attend one or both workshops for \$10 each. Workshop fees are payable at the door by check to BMCC SBDC or with cash.

Social Media Marketing Basics

This high impact workshop provides a beginner to intermediate look at how small businesses and non-profits can start using social media marketing to promote their business or organization. This workshop examines the five most popular social media channels. It covers what, when and how often to post. The workshop will allow participants to decide which social media channels are right for their business or non-profit. Information provided is research based and includes real- life examples of Social Media campaigns that work.

Advanced Social Media Marketing

This class will take a deeper dive into Social Media marketing to give you a closer look at the most popular social media networks for business – Facebook, Twitter, LinkedIn, Pinterest, and Instagram. The class will show you the benefits of using each, what kind of content to create, tips on using photos and videos in your posts and will provide examples of how other organizations are marketing with each social media channel. You’ll also get tips on how to use analytics tools to tell if your social media activity is working.

Carol Infranca, an award-winning print and broadcast journalist and business communicator who is also an Authorized Local Expert for Constant Contact, will serve as the instructor for both seminars.

Reserve your seat online for Social Media Marketing Basics at: <http://conta.cc/29PsIMR>. For Advanced Social Media Marketing, go to: <http://conta.cc/2abbYFy>.

For more information contact the Small Business Development Center at Blue Mountain Community College at 541-278-5833 or email carol@carolinfranca.com.

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