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## Social Media Marketing: The Next Step Made Easy

**New Dates:** October 6 & 7, 2009



New forms of social media are becoming powerful communication tools that many businesses are leveraging as a core component of their brand's overall promotional strategy. Businesses have successfully been using online forums like Twitter, blogging and LinkedIn to build community, connect with customers, and create a comprehensive marketing message. If you've been hesitant to jump into social media, this unique webinar series will take you through the core components from basic principles to building and executing a social media strategy that will meet your online business objectives. Whether you're new to social media or you're already scratching the surface, this series defines the different opportunities, pros & cons each site provides and allows you to fully develop the potential social media has to offer!

Four Session in TWO DAYS – spend your mornings learning about social media and how to utilize it for your business!

\$35 per session / \$120 full series for PIA/SD members

\$49 per session / \$180 full series for non members

### Tuesday, October 6, 2009

<b>9 - 10 a.m.</b> <b>The Principles of Social Media</b>	<b>10:30 - 11:30 a.m.</b> <b>How and Why to Blog</b>
As social media is becoming the hot new form of communication for businesses and brands, your company should be aware of the unwritten rules of engagement on blogs, Twitter, and LinkedIn. Authenticity, transparency, generosity these are just a few of the many immutable principles of social media, all of which you need to be mindful of if you want to be a successful social media practitioner. Learn how to play by the rules at this introductory 1-hour webinar! <a href="#">Register</a>	A blog is a customized website for storing and managing your intellectual capital and sharing your experience and expertise. Used properly, it's an incredibly easy way to disseminate key, timely information to an audience of readers who are already interested in what you and your organization have to offer. In this webinar, you'll learn how to set up your own blog, maintain it, promote it and use it as a hub for all of your other social media activities. <a href="#">Register</a>

### Wednesday, October 7, 2009

<b>9 - 10 a.m.</b> <b>Twitter, Tweets, &amp; Tweeps</b>	<b>10:30 - 11:30 a.m.</b> <b>Making the Most of LinkedIn</b>
Twitter has quickly become one of the most popular micro-blogging sites to disperse personal and corporate messages. During this webinar, you'll Learn how to develop a Twitter-specific social media strategy from concept, to execution to measurement and stand out among the crowd in the Twitterverse! <a href="#">Register</a>	Are you utilizing the full potential that LinkedIn has to offer? Whether it's conducting a poll or promoting your reading list, starting a discussion or sharing an article, recommending a colleague or managing a group, you'll learn everything there is to know about building a more powerful personal or corporate brand! <a href="#">Register</a>

To register for the full series, please [click here!](#)

For more information, please [click here!](#)

Don't miss two information-packed mornings that will bring you up to speed on enhancing your brand's marketing message and future business through social media!

**HOW TO LOG ON:** One day prior to the webinar, you will receive an email containing

the internet link and conference call information.

**Questions? Call Caroline at 858-571-6555**

*Printing Industries Association of San Diego (PIA San Diego) is a non-profit trade association of over 200 member companies organized to provide support to the graphic arts industry in San Diego through education and information.*

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