

Strategies in Social Media

Presented by: Tricia White, Massachusetts Small Business Development Center

This seminar will show you some of the basics necessary to market using social media. We will discuss search engines, search engine optimization (SEO), social networks (Facebook, LinkedIn, Twitter, MySpace, and You Tube), blogs and e-newsletters.

If you would like to learn more about these networks and how they can help with your businesses visibility on the web, this is one seminar you shouldn't miss.

Bio:

Tricia White joined the Massachusetts Small Business Development Center in November 2008. Tricia is an experienced business professional who brings a succession of accomplishments developing and implementing business initiatives. She is qualified in areas of taxation, small business ownership, non-profit management and local economic development. She is a creative individual, trained in graphic design, and is passionate about helping others while empowering them to be successful in their goal of business ownership.