

HOLD THE DATE!

Yankee Chapter Meeting MAY 15TH at Southern NH University

Need to know more about blogs, podcasts, and other social media?

How to follow them? Use them? Create them?

Then mark the afternoon of May 15th off your calendar NOW!

SOCIAL MEDIA SKILLS WORKSHOP presented by
Yankee Chapter/PRSA and sponsored by Southern NH University

Spend a half-day (1-5pm) learning all about social media, including blogs and podcasts. By the end of this seminar, you will have learned how to:

- Pitch your company or client successfully!
- Build relationships through commenting on blogs and podcasts!
- Communicate your message unfiltered through your own blog or podcast!
- Assess your social media coverage using free or paid services!

In addition, part of the workshop will include hands-on training where you will actually help create a simple blog and podcast.

Below is the tentative agenda:

- 1:00 – 1:30 – What is social media and why should I care?
- 1:30 – 2:00 – How do I pitch social media creators (bloggers, podcasters, etc.)
- 2:00 – 3:00 – HANDS ON: What it takes to create and maintain a blog
- 3:00 – 3:10 – Break
- 3:10 – 4:00 – HANDS ON: What it takes to produce a podcast
- 4:00 – 5:00 – Monitoring and measuring social media

SPACE IS LIMITED – GET YOUR RESERVATION IN EARLY

Reservations are important: FAX, mail or e-mail registration before May 10, 2007 to:

Meg Trafton, PRSA Administrative Support

6 Dover Point Road, Dover, NH 03820

Phone: 603-742-1971 Fax: 603-742-6347 Email: dssmeg@c1mail.com

Name _____

Company _____

Address _____

City/State/Zip _____ Phone _____

Cost: \$35.00/Member \$45.00/Non-member

Please mail or bring checks with you, made payable to Yankee Chapter PRSA.

For additional reservations, attach separate sheet.