



15 3rd Avenue NW
Hutchinson, MN 55350
800-594-9480 or 320-587-4848
www.swifoundation.org



**Sponsored by the
Ortonville Economic
Development Authority**

Please register by calling:

Vicki Oakes
Community Development
Coordinator, Ortonville EDA
320-839-3284

**Registration deadline is
June 23.**

*Step Up Your Business is a
program of the Southwest
Initiative Foundation providing
educational and networking
opportunities to business owners
throughout southwest Minnesota.*



Social Networking 101 for Businesses

Monday, June 28

6:30 p.m. – 9 p.m.

Ortonville Media Center

Lower Level of the Ortonville Public Library

Address: 412 2nd St. NW

Cost: \$5 per person

Do you ever wonder if there's an easier way to reach your customers without a lot of cost or time involved? Determine if social networking could be part of your answer to this question.

During a hands-on workshop led by Neil Linscheid of the U of M Extension, we'll provide you with tools and strategies for streamlining, tracking and simplifying your use of social media and marketing. Laptops will be available so participants can test, learn and even start implementing the tools during this workshop.

Workshop topics include:

- **How social networking works and how to get business from it**
Why it matters to Google and how it can increase traffic to your Web site
- **Facebook: Pages, groups, profiles...what really works to get more customers**
Overview, setting up accounts and pages appropriately, adding events and tactics for attracting friends and fans
- **Twitter: Simple secrets to automate Twitter while still getting results**
Setting up an account appropriately; finding followers, including locally; tools to increase your followers; and tools to integrate Twitter with other social media
- **Using visual online tools**
How and when to use YouTube and Flickr
- **How to track your social networking progress and results**
Numbers of followers, friends, connections and incoming hits; and setting up a plan for social networking success