

What people are saying...

“It isn't just what you know, and it isn't just who you know. **It's actually who you know**, who knows you, and what you do for a living.”
—*Bob Burg, Author and Speaker*

“If Facebook were a country, it would now be the 6th most populous in the world.”
—*InsideFacebook.com*

“I hear YouTube, Twitter and Facebook are **merging to form** a super Social Media site – **YouTwitFace.**”
—*Conan O'Brien*

“Marketing is no longer about the stuff that you make, **but about the stories** you tell.”—*Seth Godin, sethgodin.typepad.com*

Book today!

To reserve your seminar spot or for more information, please contact Blaire at the Paris Branch Library:

By phone
519-442-2433 ext. 21

Or email
techcoach@brant.ca



County of Brant Public Library

Five branches to serve you better!
Burford: 519-449-5371
Glen Morris: 519-740-2122
Paris: 519-442-2433
Scotland-Oakland: 519-446-0181
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Government of Canada funding through Industry Canada is gratefully acknowledged

Sometimes being a follower is a good thing



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social medi@
Join the conversation

Learn how to utilize social media for **your business** with a **FREE** seminar offered by the County of Brant Public Library.

For business

What is social media?

Social media is communication. It uses web based technologies to turn regular communication into interactive dialogs.

For businesses, it represents a marketing opportunity that transcends the traditional middle man and **connects companies directly with** old and new customers.

Why do I need to use it?

Social media is not a fad, it's a fundamental shift in the way we communicate and it's here to stay. Here are a few benefits social media offers:

- **Huge** networking opportunities
- Increase business awareness
- Monitor online conversations about your business
- People and businesses are looking for you, make yourself easy to find!
- It's free!

Class Information

Course Content

- A:** What is social media and why use it?
- B:** Social media marketing best practices and building your website
- C:** How to measure social media return on investment
- D:** How to best manage your time with social media
- E:** Evaluating the advantages and disadvantages of each platform
- F:** How to get started
- G:** How to reach target markets with social media
- H:** Generating traffic and leads using social media

Not able to make a class? No problem! Stop by one of our other branches during that week, join the open class held on Saturdays in Paris, or book our tech coach at: techcoach@brant.ca



In class we'll discuss the **functions and purpose** of a variety of social media and networking sites. We'll learn which are **best for your business**, how to use them and **how to reach your customers**.

January/February 2011

Monday Paris Branch 12 William Street 519-442-2433 5:00pm-6:30pm & 6:30pm-8:00pm	Tuesday Burford Branch 24 Park Ave 519-449-5371 5:00pm-6:30pm	Wednesday St. George Branch 78 Main Street North 519-448-1300 5:00pm-6:30pm	Thursday Scotland-Oakland Branch 281 Oakland Road 519-446-0181 6:30pm-8:00pm	Friday Book your tech Coach!	Saturday Open Class—Paris 12 William Street 519-442-2433 11:00am-2:30pm
31 Lesson A & B	1 Lesson A & B	2 Lesson A & B	3 Lesson A & B	4	5 Lesson A & B
7 Lesson C & D	8 Lesson C & D	9 Lesson C & D	10 Lesson C & D	11	12 Lesson C & D
14 Lesson E & F	15 Lesson E & F	16 Lesson E & F	17 Lesson E & F	18	19 Lesson E & F
21 Lesson G & H	22/28 Family Day (no class; make up Feb 28) Lesson G & H	23 Lesson G & H	24 Lesson G & H	25	26 Lesson G & H