

Social Media Classes Offered by Dr. Nannette “Net” Stangle-Castor

President & Founder of InnoVector Tech

For more information & to register:

<http://stanglecastor.eventbrite.com>

E-mail: nsc@innovectortech.com

Private & small group classes also available



Using Social Media for Your Personal Brand: Leveraging LinkedIn®

*Get started quickly and effectively on social media
A “must have” for business professionals*

This 1.5-hour class will:

- Further your understanding and provide you will tools to engage on social media with LinkedIn®
- Teach you how to use social media to strengthen and enhance your professional relationships - practical applications, not just theory
- Coach you on how to have an authentic voice on social media
- Share the essentials of a great LinkedIn® profile and experience: connecting, using groups, and following entities



Social Media Study Hall with Net

Social Media Study Hall? Maybe you've taken a social media class, you got a lot out of it and you're ready to engage, but you're stuck. Maybe you're self-taught and have been dabbling on LinkedIn & Twitter, but really need help to take it to the next level.

So if...

- You can't find dedicated time to work on your LinkedIn profile
- You would like to tweet, but you're struggling with how to retweet
- You start working in LinkedIn/Twitter and you get stuck and stop because...

Let us help, schedule a study hall!



Twitter Basics and Social Media Management with HootSuite

*What's a tweet? Why would I send one? What's Twitter for?
Twitter is a key tool for your personal branding and positioning!*

This 1.5-hour class will:

- Introduce you to the lingo of Twitter (e.g., tweet, stream, RT, hashtag, posts, etc.)
- Share the fundamentals of Twitter etiquette
- Unleash the value of Twitter for connecting, capturing research, and gathering intelligence in your business area
- Teach you how to set up your HootSuite account as your social media management tool to integrate other social media channels, such as LinkedIn, Facebook, etc., and to schedule tweets



LISTS

Twitter List Workshop: Setting Up a Personalized Research Tool in HootSuite

Twitter provides a powerful medium for gathering insights into key topics, companies, and organizations. Using Twitter lists in HootSuite is like having your own personal research assistant keeping you abreast of trends, performing competitive intelligence.

This 1.5 hour workshop will:

- Provide attendees with 30 minutes of instruction on the foundations of what lists are, how to create them, how to add people to lists, and how to subscribe to others' lists
- Provide 60 minutes of hands on support for attendees to make progress creating their personalized lists and setting up viewing streams of lists in HootSuite