

Strategic Social Media Boot Camp



*Facebook, Twitter,
Linkedin,
YouTube, Blogger,
Digg...*

Learn why strategic social media is an integral part of organizational marketing and how it has grown to have a significant role in marketing. Become familiar with the necessary tactics to implement social media for your organization's marketing use.

Now there is a ONE-DAY Boot Camp that will teach you everything you need to know to get started!

This is a total immersion class! Throughout the day you will learn the theory behind strategic social media, why it matters and how companies are already using this new form of communication. Then, you will have a hands-on opportunity to see it in action. You will be able to apply what you have learned and will begin build YOUR framework for social media marketing.

This course is designed to give you a basic understanding of social media (such as Facebook, Twitter, LinkedIn, YouTube, Blogger, and Digg) and how it can be integrated into your existing marketing plan. This course involves learning how to strategically implement social media and put it to work for your business. It will cover how social media has rapidly evolved into a powerful marketing tool and how to begin using these tools. Expand on how to integrate social media into your existing marketing plan and how to implement and manage its use.

When: Wednesday, October 6, 2010

Time: 8 a.m. – 4:30 p.m.

Room: ATC Computer Lab – Room 405

Instructor: Jessica Critz

Fee: \$99.00



Registration

To register, complete the registration form and return it with the registration fee. Advanced paid registration numbers will determine whether or not a class is conducted. The registration form includes contact information, policies, cancellations, and accommodation information as well.



CUSTOMIZED TRAINING CENTER

1601 Jefferson Street, Alexandria, MN 56308

1-888-234-1313 320-762-4510

www.alextech.edu/CustomizedTraining

Contact Information

Mail Alexandria Technical College, 1601 Jefferson Street, Alexandria, MN 56308
Fax 320-762-4634
Phone 320-762-4510
Toll Free 1-888-234-1313

Racial/Ethnic Origin Descriptions

American Indian or Alaska Native - A person having origins in any of the original peoples of North and South America (including Central America) who maintains cultural identification through tribal affiliation or community attachment.

Asian - A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent.

Black or African American - A person having origins in any of the black racial groups of Africa.

Hispanic or Latino - A person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture.

Native Hawaiian or Other Pacific Islander - A person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.

White - A person having origins in any of the original peoples of Europe, the Middle East, or North Africa.

Accommodations

If you need a reasonable accommodation for a disability (e.g., wheelchair accessibility, interpreter, audio tape, or large print materials, alternative format), such an accommodation can be made available upon advance request. Please contact Customized Training at 320-762-4510 as soon as possible.

Minnesota Relay Service 1-800-627-3529

Policy

Alexandria Technical College is committed to providing equal education/employment opportunities to all persons and does not discriminate on the basis of race, religion, creed, color, national origin, gender, ancestry, sexual orientation, age, marital status, disability, reliance on public assistance or against any other recognized protected class.

Cancellations - Class cancellations must be done three full business days before the class start date. No refunds for cancellations of less than three full business days.

Missed Classes - Refunds will not be issued for any missed class, full class fees are due.

Late Arrivals - ATC reserves the right to reschedule anyone arriving late. In most cases, 100% attendance is required to successfully complete training sessions.

Weather-Related Information 320-762-4400

After you register... you can assume that you are enrolled. Written confirmation will be sent to you a week before class. If a class is cancelled, you will be contacted by phone, mail, or email. Alexandria Technical College reserves the right to cancel courses due to unforeseen circumstances (a full refund will be granted).

Thank you for your registration and enjoy your class!