



Social Media for Business

Learn everything you need to know about using Facebook, Twitter and even Blogs to market your small business or share personal and professional news with others around the world.



Twitter for Small Business I (CEC 400)

Small business owners and individuals can learn the basics and advanced functions of Twitter. Includes strategies for building a Twitter account others will want to follow. \$35. Senior rate \$25.

Summer Tuesday, July 20 6-8:30 p.m. Graff 125 Instructor: Sarah Austin



Twitter for Small Business II (CEC 500)

Small business owners will learn and practice tools for managing and enhancing their Twitter accounts. Includes strategies for incorporating Twitter into a business marketing plan. \$35. Senior rate \$25.

Summer Thursday, July 22 6-8:30 p.m. Graff 125 Instructor: Sarah Austin



Social Networking: Blogging for the Small Business (CEC 521)

Small business owners will learn how to set up a basic blog, discuss the benefits of blogging for their business, and brainstorm ideas for their own blogs. \$49. Senior rate \$25.

Summer Tuesday, July 27 5:30-8 p.m. Graff 125 Instructor: Sarah Austin



Facebook Marketing I (CEC 550)

Participants will gain an understanding of why a professional presence on Facebook is valuable to business. Learn the detail of setting up a Facebook fan page as a marketing tool. \$35. Senior rate \$25.

Summer Wednesday, July 21 6-8 p.m. Graff 123 Instructor: Amy Pope



Facebook Marketing II (CEC 560)

Learn how to take your Facebook fan page to the next level. We'll discuss ways to increase your fan base, utilize photos and videos to help tell your story and produce effective content posts. Come prepared with questions. \$35. Senior rate \$25.

Summer Wednesday, July 28 6-8 p.m. Graff 123 Instructor: Amy Pope



Sarah Austin is the owner of Austin Creative and an adjunct instructor at OTC. She leads all social media at LifePoint Church, heads up the Springfield Bloggers Association and is responsible for all their media. She also manages multiple Twitter accounts.



Amy Pope is the Multimedia Sales Manager at the News-Leader Media Group. She is responsible for growing online revenue by utilizing the company's websites, mobile, email and social media to incorporate a strong digital presence to the right audience.

OZARKS TECHNICAL COMMUNITY COLLEGE

COMMUNITY ENRICHMENT CENTER

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