



# Social Media 101 Workshop

*"Chances are you have heard of Twitter, Facebook, Google+ and blogs. All different platforms with one thing in common, talk. It is where people are talking. Talking about business. Talking about products. Talking about useless information, like what they're currently wearing. And guess what? They are also talking about you. Talking about your company. Talking about your products. Are you listening? Are you engaging in conversation? **You should be.**"*

*~ Brittany Stager, Social Media Specialist*

## ABOUT THE WORKSHOP

Social media marketing continues to play a bigger role in internet marketing. Search engines such as Google now integrate social media into search results, but to get the most out of social networking, you need a firm understanding of proper set-up. This interactive workshop will demonstrate a live preview of how to start your social media strategy and how to set up Facebook, Twitter, and Pinterest for the most favourable results.

Workshop leader, Brittany Stager, has worked as the Marketing Manager for Mushrooms Canada, where she grew her talents in social media and communications. She has created and executed numerous successful campaigns, using many different mediums and social networks.

## KEY LEARNING OBJECTIVES

This workshop will provide participants with proper social etiquette, and an understanding of:

- Facebook: How to set up a page, encourage 'likes' through content selection, and what and how often to post.
- Twitter: How to properly set up a Twitter account, gain followers, use hash tags, tweet and retweet.
- Pinterest: How to set up a Pinterest account, create boards, and understand the what, why and how to pin and repin content.
- How to integrate your networks for greater efficiency and effectiveness.

## PRESENTED BY



### DATE & LOCATION

Wednesday, June 20, 2012  
1:00 pm - 4:00 pm  
Guelph

### WHO SHOULD ATTEND

small business owners/operators  
managers  
marketing and/or sales

### COST

\$75.00 Members  
\$125.00 Non-Members

### REGISTRATION

Registration is required as space is limited. To register complete the enclosed registration form.

**The registration deadline is  
June 13, 2012**



# Workshop Registration Form

**Social Media 101**  
Wednesday, June 20, 2012  
1:00 pm to 4:00 pm  
Guelph

Space is limited so **you must** register in advance.

Company: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

City: \_\_\_\_\_ ON Postal Code: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Website: \_\_\_\_\_

**Name of Registrant**

**Email Address**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

REGISTRATION FEES	# Registered	Fee per Person		TOTAL
Registrations <b>will not</b> be processed without payment. Registration deadline is <b>June 13, 2012</b>		Member	<b>\$75.00</b>	
		Non-Member	<b>\$125.00</b>	
		(HST 121262919)	<b>13% HST</b>	
		<b>TOTAL DUE</b>		

## PAYMENT INFORMATION

### Ontario Independent Meat Processors

7660 Mill Road, RR 4, Guelph, ON N1H 6J1

Tel: (519) 763-4558 Fax: (519) 763-4164 Email: [info@oimp.ca](mailto:info@oimp.ca)

Cheque Enclosed **Cheque #:** \_\_\_\_\_

VISA  MasterCard **Exp Date:** \_\_\_\_\_

**REGISTRATION POLICY:** A confirmation will be sent once registration and payment have been processed. **Refunds will not be granted; however, substitutions will be accepted.**  
**Privacy Policy:** Information collected on this form is used for registration and marketing purposes for the OIMP. If you wish to be removed from our contact list, simply contact us by phone (519) 763-4558 or email [info@oimp.ca](mailto:info@oimp.ca) and we will gladly accommodate your request.

Card #: \_\_\_\_\_

Card Holder Name: \_\_\_\_\_

Signature: \_\_\_\_\_



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[www.oimp.ca](http://www.oimp.ca) \* [info@oimp.ca](mailto:info@oimp.ca)