



## WORKSHOP

### **Harness the potential of social media to promote your business**

Twitter is currently the business tool of choice for social media and provides an opportunity to tell the community about your product or service. Advertising can be expensive, and social media is free, Join us for this two part workshop on Thursday, February 16<sup>th</sup> and Wednesday, February 29<sup>th</sup> from 6-8 pm.

#### **Part I Thursday, Feb. 16<sup>th</sup> 6-8:00pm**

- Why use Twitter?
- How Twitter connects to Facebook and LinkedIn
- Foundational to Advanced Twitter tips

#### **Part II Wed. Feb. 29<sup>th</sup> 6-8:00 pm**

- Applications that allow you to use social media platforms & applications
- How to use Twitter effectively for business in the Peterborough area.

Whether it is for community engagement, the promotion of your brand and others, or just exploring an alternative way to advertise, this training session will be of value. To ensure the training is effective, it is expected that you will have started a Twitter account ([www.twitter.com](http://www.twitter.com)) and have a personal Facebook profile. Please bring your laptop to the training as this is a hands-on exercise.

Facilitator: Michael VenderHerberg

Where: CFDC Boardroom, 351 Charlotte St., Peterborough

Cost: \$30.00 per session or \$50.00 for both

To register: Call 705-745-5434 or email: [comdev@cdc.on.ca](mailto:comdev@cdc.on.ca)  
(preregistration & payment is required)