

SOCIAL MEDIA 101



FREE TO GPBR
MEMBERS

PART 1 - MAY 1, 2018 | PART 2 - MAY 15, 2018

Step up your social media game with this 2-part course covering Facebook, Instagram, LinkedIn & Pinterest! Attend one or both sessions and learn how to stay current and get the most out of your social media marketing!

FREE to GPBR Members!

Attend one or both sessions
Limited seating; advance
registration required.

Visit www.GPBR.com to
register online.

LOCATION

WCCCD
Center for Learning Technology
19191 Vernier
Harper Woods, MI 48225



SOCIAL MEDIA 101 - PART 1 (LinkedIn & Pinterest)

May 1, 2018 | 1pm to 3pm

I. LINKED IN

- a. How to build a basic profile
- b. How to connect to your sphere
- c. How to enhance your profile
- d. How to send messages and use the platform to market yourself

II. PINTEREST

- a. How to build a business profile
- b. How to post relevant content and share it to build followers
- c. How to share content across other platforms from Pinterest
- d. Advertising basics

SOCIAL MEDIA 101 - PART 2 (Instagram & Facebook)

May 15, 2018 | 1pm to 3pm

I. INSTAGRAM

- a. How to build a business Instagram business account
- b. How and what content to share
- c. Advertising basics

II. FACEBOOK

- a. How to build a Facebook business page
- b. How to connect your friends and groups
- c. How to update your profile to draw attention to your page and get likes
- d. Advertising basics