



## Social Media in Marketing

October 30, 2018  
12:00 PM to 1:15 PM

**COST:** \$5.00/person for lunch

**LOCATION:** JARI Center for Business Development  
160 Jari Drive (Richland Township)

**PRESENTER:** Shelley Johansson  
Prime Design Solutions

### This session will cover the following topics:

- Facebook: where friends talk to friends
- Twitter: the social medium of news
- LinkedIn: getting down to business
- Instagram: the visual social medium
- YouTube: promoting your business with video
- Putting it all together: how to integrate social media with your website and marketing strategy

# Social Media in Marketing

Tuesday, October 30, 2018 | 12:00 pm – 1:15 pm

JARI Center for Business Development

160 Jari Drive, Johnstown, PA

## REGISTRANT INFORMATION

## PARTICIPANTS *(Please use a new form for additional participants)*

Company\_\_\_\_\_

1)\_\_\_\_\_

2)\_\_\_\_\_

Address\_\_\_\_\_

3)\_\_\_\_\_

4)\_\_\_\_\_

City\_\_\_\_\_ Zip\_\_\_\_\_

## PAYMENT INFORMATION

Contact Name\_\_\_\_\_

# of Participants\_\_\_\_\_ x \$5.00 = \$\_\_\_\_\_

Telephone\_\_\_\_\_

**This form is considered your invoice.** Payment should be made prior to the day of the event to reserve your seat.

Checks are to be made payable and mailed to:

**JARI, Attn: Lauren Thompson, 245 Market Street \* Suite 200, Johnstown, PA 15901.**

***Note: No shows and cancellations after October 29th will be billed for any seats that you had reserved that we were unable to fill.***

**Please RSVP by Monday, October 29, 2018 to Lauren Thompson**

Phone: (814) 535-8675 / Email at [lauren@jari.com](mailto:lauren@jari.com)

Funded in part through a Cooperative Agreement with the U.S. Small Business Administration. Reasonable accommodations for persons with disabilities will be made if requested at least 2 weeks in advance by contacting Michele Clapper at 814.262.8368.