

### Social Media Basics for Small Businesses-NEW!

This session is a basic overview of the various social media platforms with the intention to brainstorm which would work best for your specific brand. Examples and value of each platform will be established and you will learn the basics of the various platforms and which ones to pursue as you create your social media marketing plan. You will leave with an overview and glimpse into the power of social media to drive virtual traffic to your brand.

### Social Media Extreme for Small Businesses-NEW!

This session will focus on creating and maintaining a strong social media platform. There will be an overview of the in/out of creating/editing a Facebook and Twitter brand page. Topics will also include platform analytics and what they mean in terms of your brand. You will leave this session with a concrete plan to create, tweak, and grow your brand on social media.



Instructor **Jayne Fagan**, Jayne has been working within the digital media realm for over five years. She is originally from Maine and enjoys living in the northwest corner of CT. Jayne sits on several local education boards and can help participants understand how they can promote their civic organizations with social media.

<b>Basics CRN 3411</b>	<b>September 13</b>	<b>Tuesday</b>	<b>7:00-8:30PM</b>	<b>\$35.00</b>
<b>Extreme CRN 3253</b>	<b>September 20</b>	<b>Tuesday</b>	<b>7:00-8:30PM</b>	<b>\$35.00</b>

For more information or to register for this class, contact Jane Williams, Program Coordinator, at **Northwestern Connecticut Community College, Park Place East, Winsted, CT 06098**  
[jwilliams@nwcc.edu](mailto:jwilliams@nwcc.edu) or call (860) 738-6444