

## Biz Bytes Session



**Sarah Hansen**  
Account Executive  
Strategic Ink PR

### Twitter for Entrepreneurs

**Date:** September 13, 2016

**Time:** 5:00 - 6:30 pm

**Location:** Florida Tech, weVENTURE  
Harris Commons Building, Rm 227, 2nd FL

"Best Practices and Tips for Twitter- How it impacts your business marketing"

**Engagement:** We will discuss importance of "shout-outs", retweeting, conferences, tagging and hashtagging. We will also discuss how reach, impressions and engagement numbers work and how to increase all of these measurements. (As well as how to increase your Twitter following!)

**Messaging:** Fitting your brand's message into 140 characters - structure and quick tips on how to cut characters (using & etc) (plus the importance of including a photo/video and a link)

**Frequency:** How often should you tweet? We will also talk about live tweeting and "twitter chats" - how do they work and how best to do them?

## Strong Coffee Strong Women



**Tina Lange**  
Owner, Strategic Ink PR

### Growth Strategies through Strategic Communication

**Date:** September 22, 2016

**Time:** 8:30 - 10:00 am

**Location:** CareerSource Brevard, Rockledge, weVENTURE  
295 Barnes Blvd., Rockledge, FL

**Cost:** \$ 20

Attendees of this informative Strong Coffee, Strong Women event will learn:

- \* Which social media platforms make the most sense for your business type
- \* The difference between PR and Marketing and why PR is critical
- \* Tips on how to draft a Communications Plan for your organization



Funded in part through a collaborative agreement with the U.S. Small Business Administration.

**REGISTER  
TODAY!**

**mlb.weventure.org**

Call for more information: (321) 674-7007 | weVmlb@fit.edu