

SOCIAL MEDIA

WORKSHOP SERIES




Which Social Media Platforms are Right for My Business? Friday, July 29, from 9:30-11:00 a.m.

Some companies practice the “everyone should be on all platforms motto,” we disagree! In this interactive workshop, you’ll gather a general overview of the main social media platforms and discover which platforms are good for your business and why and includes a few strategies on how to use each.



The Art of Instagram Friday, August 12, 9:30-11:00 a.m.

In this interactive workshop, you’ll learn how to become a skillful instagrammer – from messaging ideas, picture concepts and advertising. We’ll show you what it takes to build a following of engaged users for you company.



Social Advertising Friday, September 16, from 9:30-11 a.m.

The do’s, the don’ts and the in-between. Leverage Facebook advertising for your business to get noticed. Whether you are looking to increase your following or drive targeted leads, we’ll show you the latest updates from Facebook Advertising with a general overview of how to set Ads that work for you. Come learn the latest from Facebook including their rollout of Lead Conversion Ads and much more!



What Do I Blog About? Friday, October 21, from 9:30-11:00 a.m.

We’ve all heard about the blogging craze that took the internet by storm! Is your company blogging? Find out why you should be and how it can increase your SEO rankings as well as your interaction on social media platforms. If you’ve got writers block, this interactive workshop will help you get past what to say and teach you how to say it, online. Learn SEO tactics to incorporate in your company blogs as well as how to create topics that will make a lasting impression.



Art of the Social Sale Friday, November 18, from 9:30-11:00 a.m.

Selling on social media requires a unique technique and strategy. Learn how to craft the right message without being “in-your-face” salesy, stay relevant, beat the competition and build your brand across multiple social media platforms with strategies that are built for any company online. We will also teach the do’s and don’ts on each platform when it comes to directly selling, so your accounts don’t get “unapproved” by the social media channel.



Hashtagging; What’s a #Hashtag Anyway? Friday, December 9, from 9:30-11 a.m.

Hashtags are a great way to find and communicate with your target audience, if you are using them correctly. In this interactive workshop learn how to find the right hashtags for your business and the etiquette on each platform for effectively using hashtags to expand your brand, engage in the right conversations and track the virality of your social media campaign. Come learn how many to use and when to use them as you create compelling messages that build a strong community for your company.

Series presented by Business Bragger

ALL WORKSHOPS ARE FREE AND TAKE PLACE IN CITY HALL, 121 N. LASALLE ST., ROOM 805

To Register Call 312.744.2086 or E-Mail bacpoutreach@cityofchicago.org



Department of Business Affairs and Consumer Protection
City Hall, 121 North LaSalle Street, Room 805, Chicago, IL 60602

