

Media Advisory

For immediate release

Reap the Rewards of Social Media with *oogled* and your Clarington Public Library!

March 22, 2012—Clarington Public Library is proud to partner with Web and Social Media consultants *oogled* in offering a range of social media workshops this spring. The workshops are designed to inform small business owners about the advantages of social media, how to use specific tools, and the range of social media tools available.

“The series is designed to get small business owners excited about social media and how it can increase your business visibility,” says Robert Fraser of *oogled* and instructor of the workshops. “Depending on your familiarity with social media tools, you may choose to sign up for the whole series, or attend an individual workshop that appeals to your needs.”

According to a recent report from the survey-based market research firm Ipsos, 50% of all Canadians have a social networking profile, with close to half of online Canadians visiting a social networking site at least once a week. Facebook is by far the most predominant network; 86% of Canadian social networkers have a Facebook profile, and the site is visited by 483 million users a day on average.

“Using social media can raise a lot of questions for business owners,” adds Sarah Vaisler, Coordinator of Marketing and Communications for Clarington Public Library. “We hope that these seminars will help people decide if social media is right for their business and that attendees leave with the confidence to get started. We’re excited to be offering local business owners the opportunity to learn from Mr. Fraser’s experience and successes.”

As space is limited, advance registration is required for all of the free workshops listed below.

Session 1: Advantages of Social Media for Small Businesses

Bowmanville Branch

Monday, April 2nd, 7:00 to 9:00 p.m.

Learn how your small business can reap the rewards of using social media. This program will discuss why Social Media is important and how to prepare your business to start using and managing social media, and how it can add value to your small business.

Session 2: Beginner Facebook for Small Businesses

Bowmanville Branch

Monday, April 23rd, 7:00 to 9:00 p.m.

Are you thinking of joining Facebook? Are you new to Facebook and staring at the homepage thinking; "Now what"? Learn the basics of Facebook, including navigating the homepage, profile page, friends, applications, notifications, and more.

Session 3: Advanced Facebook for Small Businesses

Bowmanville Branch

Monday, May 14th, 7:00 to 9:00 p.m.

Learn how Facebook may be used as a great marketing tool for promoting your small business. Topics will include using advertisement space in Facebook, creating a Facebook page for your small business, how to use Flickr and YouTube effectively with Facebook, and a discussion on using iFrame on Facebook pages.

Session 4: More Tools and Connecting the Networks

Bowmanville Branch

Monday, June 11th, 7:00 to 9:00 p.m.

Does your small business have Facebook covered? Expand your reach and knowledge of other Social Media programs. This program will look at other social media tools; such as Twitter, LinkedIn, Google+, YouTube, blogging and more. Discover how many social media platforms work together to improve your search engine optimization and link back to your business' homepage.

To register please call Information Services at 905-623-7322, ext. 2712. For more information on these programs please visit: www.clarington-library.on.ca/libraryguide.

Delve into the realm of social networking, and learn how your small business can start reaping the rewards of social media with *oogled* and your Clarington Public Library!

-END-

Contact:

Sarah Vaisler
Marketing and Communications Coordinator
905-623-7322, ext. 2705
svaisler@clarington-library.on.ca
www.clarington-library.on.ca

Jennifer Gallienne
Social Media Rep
905-655-9862
jennifer@oogled.ca
www.oogled.ca