



Using Your Online Presence & Social Media to Grow Your Business

**A small business *Lunch & Learn* workshop series
presented by:**



**LOS MEDANOS
COLLEGE**

***Social Media for Business
Owners - The Basics
Thursday, April 9th***

In this course, business owners will learn the basics of how to build social media accounts. The class will cover the main social media platforms - Facebook, Instagram, LinkedIn, YouTube and Twitter, in addition to learning what makes a "good" account, effective posts, scheduling and more.

***Social Media for Business
Owners - Converting
Leads to Sales
Tuesday, May 19th***

This course is for the business owner who is already using social media, but wants to work on converting "likes" and engagement to paying customers. This class will focus on effective posting and scheduling, how to get traction in converting followers to paying customers, and basic metrics.

***Logos, Websites and Graphic
Design for Business Owners
Tuesday, April 28th***

Have you ever struggled to find the right logo? Stalled on building a website because you think it's too expensive or too hard to do? Then this class is for you! The class will cover logo and website tools that won't break the bank, and how to create messages and images that are most effective.

***Social Media for Business
Owners - Effective and Lasting
Results
Tuesday, June 9th***

This course is for the business owner who is well versed in social media and will look at participants social media accounts and help with new ideas to drive continuous growth. The class will cover metrics for measuring success, how to delegate social media responsibility to employees, branding, messaging and integration platforms.



**All workshops will be held
at the
Oakley Entrepreneur
Center
3330 Main Street,
2nd Floor**

11:30 - 1:00 pm

Class Fee: \$20.00*
*includes sandwich lunch

*Please RSVP to:
Dwayne Dalman,
Economic Development Mgr.
(925) 625-7006 or
dalman@ci.oakley.ca.us*

*For more information, visit
OakleyEntrepreneurCenter.com*