TEN MILE SOFTWARE

Social Networking for the Small Business Owner

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Information

Class Location:
ABG Conference Center
9050 Autobahn Drive #100
Dallas, TX

Class Times:
6:30 PM—8:30 PM

Register by Phone:
214-616-6961

Register by E-Mail:
Lynnette Lakey Taff
lynnette@tenmilesoftware.com

Cost:
$25 per Person per Class
OR $100 per Person if you
Register & Pre-pay for all 5
Classes

Free Wi-Fi Available

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Ten Mile Software is a small
home-based software and
consulting shop located near
the banks of Ten Mile Creek
in Lancaster, Texas. We
have been in the software
and Information Technology
industry for 20 years.

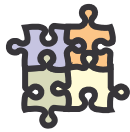Create a Page for My Business

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Let us show you how to put social media to work for your small business! Learn to promote your brand, connect with customers, build relationships, get recognized as an expert in your field, and drive traffic to both your website and your bricks & mortar location. Every class includes hands-on time, so bring your laptop, marketing materials, and resume to enhance your online presence.

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Social Media 101

Introduction to the hottest social media platforms – what are they, who uses them & why, how you can use them for your business. During hands-on time, we'll set up accounts in Facebook, Twitter, and other sites.

Tuesday, April 6 at 6:30 PM · Comment · Like · Share

We'll look at examples of good business and non-profit pages on **Facebook** and talk about the things that make them successful. During hands-on time, we'll create a Facebook fan page for your business using information you bring to class. You'll go home with suggestions for ways to keep your page interesting so you can continue to engage with customers and prospects.

Tuesday, April 13 at 6:30 PM · Comment · Like · Share

Twitter is a whole 'nother animal, not just a 140-character version of Facebook. We'll talk about the hows & whys of putting your business on this platform, and during hands-on time, we'll work on custom backgrounds to set your business apart. Just as with our Facebook session, you'll go home with a suggested plan for continuing to operate in this mini-blogosphere.

Tuesday, April 20 at 6:30 PM · Comment · Like · Share

LinkedIn, Google Maps, Google Buzz, foursquare, YouTube, and more! Facebook and Twitter are just two of the hundreds of social media platforms vying for your attention. In this session, we'll cover sites where businesses and professionals need to have a presence so your customers can find you where they are already congregating. During hands-on time, we'll polish your LinkedIn profile, add your business to Google Maps and foursquare, and if time allows, we'll even post reviews of each other's businesses on these sites.

Tuesday, April 27 at 6:30 PM · Comment · Like · Share

Tying It All Together: Your Website, Your Blog, Social Media, and Search Engine Optimization. Now that you're getting your feet wet in so many different waters, let's learn how to put it all together for the best ROI. We'll discuss blogging, widgets, badges, social bookmarking, and search engine optimization. During hands-on time, we'll download tools like AddThis and ShareThis, plus code for your Facebook badge. If we have enough time, we'll also post links from each other's businesses to sites like Digg and delicious.

Tuesday, May 4 at 6:30 PM · Comment · Like · Share

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