SOCIAL MEDIA & INTEGRATED MARKETING SERVICES:
Effectively Use Social Media to
Increase Your Client Base & Attract Your Target Audience

Tuesdays from 6:15 - 8:15 pm
6 weeks, starting Feb 3, 2015
through March 10, 2015

Cost: $175

Accepted payment methods: Check or money order (made payable to Roxbury Community College) or credit/debit cards

Join Michelle Miller Groves, the founder of Social Good Marketing, Inc. as she covers how to **effectively** use FaceBook, Twitter, LinkedIn, media relations, and search engine optimization (SEO) and keywords to best market your organization, company, non-profit, or personal business. Companies across the board are looking to improve their marketing departments with people who know how to use social media – not just people who know how to use Facebook, or Twitter, or LinkedIn, but people who know how to appropriately source data and statistics to create tailored marketing campaigns through social media.

Gain instructor and class feedback on the effectiveness of your marketing campaigns.

**Prerequisite:** While basic computer skills are required, no previous experience with social media is necessary.

**Corporate and Community Education: Lifelong Learning**
To register and pay, please go to RCC’s Administration Building (#2), Room 101
Roxbury Community College | 1234 Columbus Ave | Roxbury, MA 02120
For questions, please contact: (617) 933-7410 | LHagen@rcc.mass.edu