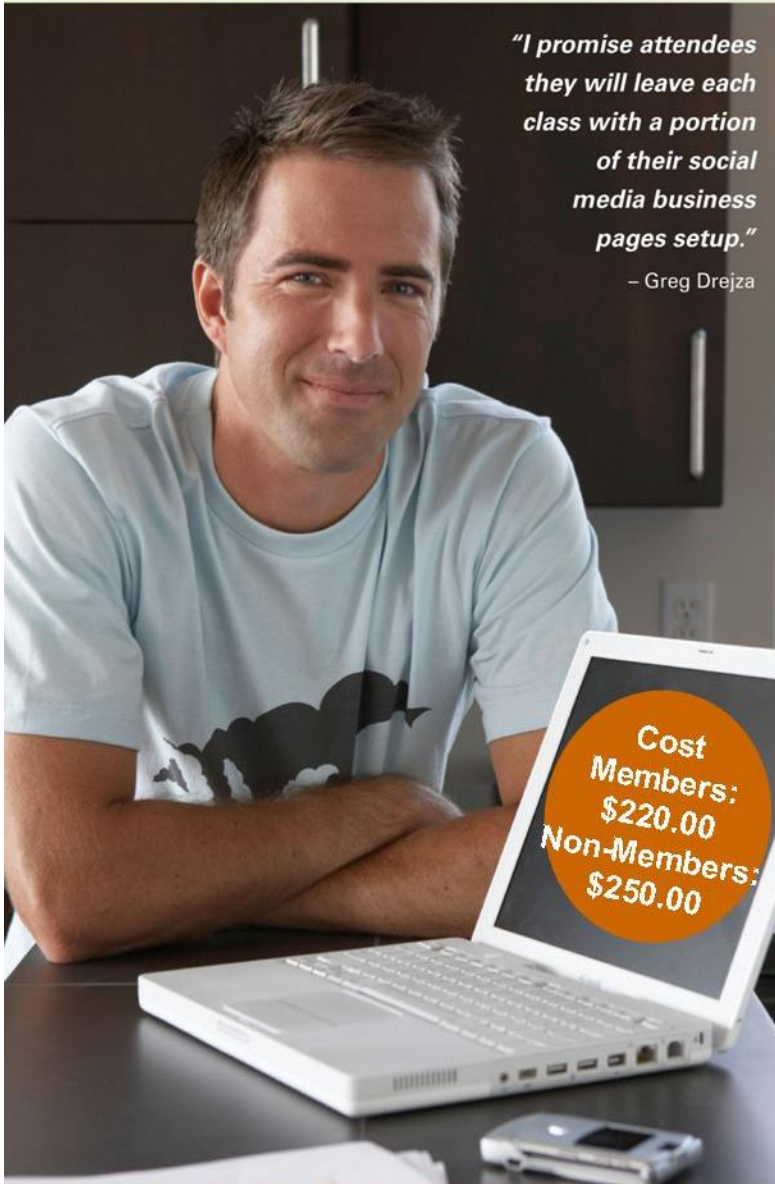


# 4

# WEEK SOCIAL MEDIA EXPERIENCE



*"I promise attendees they will leave each class with a portion of their social media business pages setup."*

– Greg Drejza

*In 4 weeks you will have a complete presence on a blog, Facebook, Twitter & YouTube, along with relevant business profiles set up on LinkedIn & Google profile. **You will understand how to use these sites to get leads & grow your business!***

**Dates: February 22, March 8 & 22, April 5, 2011**

**Start Time: 3:30pm (1.5-2 hour sessions)**

**Location: Homework Remodels  
4525 N. 19<sup>th</sup> Place, Phoenix, AZ 85016  
Phone: 602-478-5102**

**To RSVP email:**

## **Week 1: Introduction, LinkedIn & Blogging**

- Overview of the "big picture", why use social media sites?
- Overview of LinkedIn, setup LinkedIn, get an account
- Review how to create a LinkedIn PROFILE
- Make CONNECTIONS
- Inbox, Send Invitations and Messages
- Join GROUPS, Create Events, News, Discussions
- Connect Applications, Setup Companies
- Get RECOMMENDATIONS
- How to find a blog site and review them
- Pick your blog site, Create your blog
- Create your blogging strategy
- Post to a blog, Adding media to a blog
- Connect blog to LinkedIn

## **Week 2: Personal & Business Facebook Intro and Setup**

- Explain Facebook, Create a Profile
- Facebook Settings (Application and Privacy)
- Making and Inviting FRIENDS
- Create a FRIEND LIST
- Adding Photos and Video, other apps
- Sending Messages
- Hiding and Blocking
- Business Facebook Page (Fan Page) Setup
- Create your Facebook Business Profile
- Invite friends & other FB people to be your FAN
- Connect Your blog to your Facebook business page
- Adding Events and other Applications
- Adding Marketing to your Facebook business page

## **Week 3: Twitter Overview and Twitter Tools**

- Explain Twitter, Create your Twitter profile
- Connecting Your phone to Twitter
- Followers and Following, Sending Messages
- Twitter Lists
- Connect LinkedIn and Facebook to Twitter
- Free Twitter Backgrounds
- Tweetdeck or Hootsuite
- Twellow and Twitter Analyzer

## **Week 4: Google Profile, YouTube & "The Power of Video"**

- Create a Google Profile and a short fun bio
- Link all of your pages
- Add contact info and pictures
- YouTube Overview
- Create your YouTube Profile and Channel
- Connect YouTube, Twitter and Facebook
- Upload Video to YouTube
- Add Video Title, Description and MetaTags
- Review YouTube Insights and Annotations
- What's Next?

**Bring your computer every session is HANDS ON!**