

Social Media for Business Classes – Registration Required

Nearly 7 out of every 10 Americans are on social media. You want your marketing to be where your customer base is, yet not every social media platform is a good fit for every business. Join us for this eight-part, stand-alone series on *Using Social Media for Business*. Discover which tools are the best fit for your business, gain strategies to engage new and existing customers, create highly optimized, high quality ads, capture leads, drive brand awareness, and monetize the social platform.

*These are single-session, stand-alone classes. This eight-week series covers:

1. Facebook for Business
2. Instagram for Business
3. Pinterest for Business
4. Maximizing Your Visual Impact on Social Media
5. LinkedIn for Business
6. Twitter for Business
7. Managing Your Social Media Across Platforms
8. Search Engine Optimization and Advertising with Google

Course descriptions and schedules are listed below. The free classes meet in the Blount County Public Library's new Learning Lab (outside the library in the former First Tennessee Bank branch building). Spaces are limited and registration is required. **To register, please visit the library's Adult Services (Reference Desk) or call (865) 982-0981, ext. 1450, or (865) 273-1428.** Feel free to bring your own device or a laptop will be provided for you.

Facebook for Business

With 2.23 billion monthly users, Facebook remains the leading social media platform in the U.S. Learn how to create or refine a Facebook page for your business, stay abreast of key changes to Facebook, create and manage successful ad campaigns, create and advertise events, do giveaways and contests, use Facebook Live to engage with your market, and more.

Time: 8:00 a.m. – 10:00 a.m.

Date: Friday, January 11, 2019

Location: Learning Lab

Instagram for Business

Instagram is a growing photo (and video) sharing platform, with 500 million people using it daily. Join us to create an Instagram business account, explore Instagram Stories and Story Highlights, use live videos, advertise, engage with your audience, and leverage analytics to track your effectiveness over time.

Class requirement: *You must have a Facebook page for your business in order to register for this class.*

Time: 8:00 a.m. – 10:00 a.m.

Date: Friday, January 18, 2019

Location: Learning Lab

Pinterest for Business

More than 87 percent of users have bought a product because of Pinterest. In this class, you will create a Pinterest business account, boards where you save and share creative, inspiring, and actionable pins. Find trending topics, key words, and insights that will influence what you pin. Explore strategies for fun, unique, and engaging content. Advertise and analyze the effectiveness of your marketing on Pinterest.

Time: 8:00 a.m. – 10:00 a.m.

Date: Thursday, January 24, 2019

Location: Learning Lab

Maximizing Your Visual Impact on Social Media

Learn how to sharpen your visual online presence for a consistent, professional delivery of your brand or image. Explore tools and platforms for easy-to-create designs and beautiful graphics that you optimize for a variety of media, turn designs into animations, and more.

Time: 8:00 a.m. – 10:00 a.m.

Date: Friday, February 1, 2019

Location: Learning Lab

LinkedIn for Business

With 260 million monthly users, LinkedIn is a great platform for finding top talent, painting yourself as an industry leader, and promoting your business. Join us to create a company page, create and/or engage in industry-related groups, and establish yourself as a thought leader and industry expert. Get tips to grow your following. Use Company Page analytics to track and analyze your effectiveness. Use Showcase Pages to publish highly relevant messaging to subsets of your target audience.

Time: 8:00 a.m. – 10:00 a.m.

Date: Friday, February 8, 2019

Location: Learning Lab

Twitter for Business

Twitter is one of the top websites in the world, ranked 8th in the U.S. and 13th internationally. Use Twitter to post headlines about your business, retweet related content, and broadcast live events – all of which build a following. Join us to create a twitter account for business, learn strategies to gain followers, interact with customers and influencers, and analyze your efforts.

Time: 8:00 a.m. – 10:00 a.m.

Date: Friday, February 15, 2019

Location: Learning Lab

Managing Your Social Media Across Platforms

You're thinking of using more than one social media platform -- how do you know which ones are most worth your time? Join us to create a social media strategy for your business. Explore tools to help you plan and schedule your social content in advance, and manage your accounts from one place. Get tips and templates that will help you streamline your efforts and market with intent.

Time: 8:00 a.m. – 10:00 a.m.

Date: Friday, March 1, 2019

Location: Learning Lab

Search Engine Optimization and Advertising with Google

By leveraging the foundations of SEO, you can ensure that your business pops up in consumers' online searches, whether on laptops, smartphones, tablets, or more. Join us to learn how to make improvements that boost your website's visibility on search engines, attracting the right kind of traffic to the right pages on your site. Learn proven, step-by-step strategies to achieve higher positions with major search engines. Discover how to implement foundational optimization strategies and techniques, like:

- Conducting keyword research
- interpreting and observing trends
- Best structuring SEO and pay-per-click plans around the insights you capture from keyword research
- Building internal and external links
- Optimizing your pages and content for maximum searchability
- Developing an informed long-term SEO strategy

-- And discovering how to apply keyword insights to Google AdWords campaigns and measuring the results of your SEO and AdWords efforts.

Time: 8:00 a.m. – 10:00 a.m.

Date: Friday, March 8, 2019

Location: Learning Lab