

Jackson County Oregon Employer Council
and Rogue Community College
invite you to attend:

Web Essentials: Social Media Techniques for Business

Speaker: Rurik-Rory Nackerud

RCC / SOU Higher Education Center, HEC 124 (Computer Lab)

September 14, 2010

7:30 a.m. – Check in

8:00 a.m. to 12 p.m. – Workshop

What exactly is social media? In its simplest definition, social media uses online and mobile tools to communicate user generated content. Why is this so important? User driven means you, and your potential clients can drive the conversation. The result? Connections with people that generate better information, better ideas, more directed sharing and better leads. Social media tools, such as: Facebook, Twitter, blogging and other social media tools are changing the way people are marketing their companies and themselves. This seminar will cover the ideas behind using a Facebook page and twitter as a tool to engage customers and provide customer support, as well as ways in which business blogs can help generate connections with your customers.

Participants will leave this session with an understanding of how to leverage each of these tools by creating a practice twitter account and exploring the tools and how they are used.

\$45 Per Person. Non-refundable.

Name _____

Business _____

Address _____

Phone _____ Email _____

Make Checks payable to: Jackson County Oregon Employer Council
Return to: Jackson County Oregon Employer Council
Attn: Tammy Schroeder
119 N Oakdale Ave
Medford, OR 97501

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Rogue
Community
College

Rurik-Rory Nackerud is an active member of the International Society for Technology in Education (ISTE) and avid promoter and user of social media. He typically presents on a wide range of topics from the virtual work. He has presented workshops for Rogue Community College and other educational institutions and shared the exciting ways this technology can be used to enhance our everyday life. As an educator and technology enthusiast he helps with education organizations in Second Life, Open Sim, Using Twitter, Wordpress and more. Working with people of Colorado he has developed a background in using these media with business people as well as educators.

For more information please contact Tammy Schroeder, 541-776-6060 x263
Tamara.T.Schroeder@state.or.us