



Alabama Small Business Development Center Network

Strengthening Alabama's Economy, One Small Business at a Time.

www.asbdc.org

Social Media *BootCamp* Series *How to Use Your Facebook Business Page*

Monday, July 27, 2015, 1:00 – 3:30 PM

Alabama Aviation Center

Aviation Technical Training Center (ATTC), Room 219

3405 S. U.S. Highway 231

Ozark, Alabama 36360



Have a Facebook page for your business but aren't exactly sure how to use it to grow your customer base?

Join Betsy Baker, Small Business Marketing and Social Media Consultant, as she shares:

- How Facebook ties into your overall online marketing strategy
- What, when and how often to post to your page
- How to get the most exposure for your page
- How to get the most engagement for your page (it's more than just the number of likes you have!)
- Scheduling posts on Facebook to save you time
- How you can benefit from Facebook groups

Please have your Facebook Page already created before this class. Here's a step-by-step tutorial from Facebook if you have questions – just click [here](https://www.facebook.com/help/104002523024878) or go to the following link <https://www.facebook.com/help/104002523024878>

The workshop fee is only \$25.00. This program is limited to the first 25 paid registrants. To register go to <http://bit.ly/FaceBookOzark2015> or for more information contact Brenda Marcum bmarcum@troy.edu or call (334)674-2425.

This event is sponsored by

Troy University's Small Business Development Center & Ozark Chamber of Commerce

"The SBDC at Troy University is a member of the Alabama SBDC Network. Funded in part through a Cooperative Agreement with the U.S. Small Business Administration. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Brenda Marcum, 100 Industrial Blvd., Troy, Alabama 36081, 334-674-2425."