



WHEN:

**Wednesday  
May 14, 2014**

**Check-In: 5:30 – 6 pm  
Workshop: 6 – 9 pm**

WHERE:

**Laguna Niguel City Hall  
Community Room  
30111 Crown Valley Pkwy  
Laguna Niguel, CA 92677**

COST: **FREE**

**Sponsored by the  
City of Laguna Niguel**

**A light dinner will be  
provided.**

**Seating is Limited!**

**Reserve your seat and register online at:**

**<http://cityoflagunaniguel.org/SCORE>**

**Questions? Contact us at:**

**[CommDev@CityofLagunaNiguel.org](mailto:CommDev@CityofLagunaNiguel.org)  
or 949.362.4360**

The City of Laguna Niguel and SCORE, a nationwide nonprofit organization dedicated to the formation, growth and success of small business, have teamed up to provide FREE business training workshops on a variety of topics to help local businesses be successful.

# **FREE BUSINESS WORKSHOP**



## **Social Media Marketing Made Simple + What's New with Facebook**

This introductory workshop covers strategies and best practices to get the most out of your social media activities, including:

- What social media marketing really is and why use it
- Introduction to social media channels and how to evaluate what's right for you
- How small businesses are using social media
- How to create good content for your social media marketing campaigns and time management
- How to balance social media marketing with email marketing and other marketing efforts.

The bonus session will focus on using Facebook Pages for businesses and non-profits and help you understand how to build a stronger presence on Facebook. We will dive into best practices, time saving tips, timeline layout, apps, and strategies for building "Likes."

*MJ Finstrom & David Finstrom, a sister-brother team of HUTdogs, a creative services business, present this workshop. They constantly study the ever-evolving nature of social media and have a knack for walking clients through the steps needed to feel comfortable with the full range of on-line social media tools. Their teaching style focuses on both the strategy and the "how to" of using today's marketing tools. They are talented, inspired leaders in Facebook and Constant Contact training.*

