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It's a Social Networking Trifecta

Social Media for Business - An Important 3 Part Series

The Henrietta Chamber of Commerce is pleased to present a dynamic 3-part program designed to help members understand, develop and embrace social media concepts to enhance their on-line business presence. Increasingly, organizations are experimenting with social media platforms and channels like Twitter, Facebook and LinkedIn without grasping either the opportunity or the challenges of this new world of collaboration.

This important three-part series is aimed at all levels of experience, led by three of the area's leading Social Media evangelists. Join us for all three sessions to gain the maximum benefit for you and your business!

Your Social Media Guides:

Dr. Neil Hair

Dr. Neil Hair is an Assistant Professor of Marketing from the E. Philip Saunders College of Business at Rochester Institute of Technology.

Susan Beebe

Enterprise Social Media Strategy Advisor

Emily Carpenter

Emily Carpenter is the owner of WhizBang! Web Solutions and is a Web Whiz, Avid Networker, Blogger, Speaker, and Social Media Evangelist

Please join us for one or all of these unique programs.

February 24: Introduction to Social Media

- Basic overview of key Social Media sites
- Steps to establishing a solid Social Media infrastructure
- Walk away with action items to start your Social Media campaign

March 24: Strategies for Social Media

- Tools for managing Social Media sites
- Discover common metrics and analytics that demonstrate the impact of your social media initiative
- Know what to do when you walk out the door to measure your success

April 28: Social Media Panel Discussion - Q&A session

- Now that you've had a taste of the new world of Social Media, come ask the questions that you never knew to ask before
- Straight talk about Social Media with the speakers and each other
- Keep the momentum going for long-term success in the realm of Social Media

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585-747-4459
FAX 585-359-4555

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To register, please visit our website at
www.henriettachamberofcommerce.org or go directly to
<http://hccsm4biz3.eventbrite.com>

WWW.HENRIETTACHAMBEROFCOMMERCE.ORG

More Information About Your Social Media Guides



Dr. Neil Hair

Dr. Neil Hair is an Assistant Professor of Marketing from the E. Philip Saunders College of Business at Rochester Institute of Technology, New York in the United States. He holds Chartered Marketer Status from the Chartered Institute of Marketing, a PhD from Cranfield as well as degrees from Sheffield and Cardiff Business Schools. His research and consulting activities are cutting edge, recent projects include understanding perceptions of advertising and customer value in popular online social networks like MySpace and Facebook, personal branding in virtual space, virtual ethnography in popular worlds such as Second Life, and most recently a Cisco sponsored global study on social media use for collaboration and innovation looking at over 100 of the worlds thought leaders operating in this space. He is also passionate about his role as a facilitator having recently won RIT's highest teaching award for new faculty in 2006-07 and RIT's highest teaching award for online learning in 2007-08. Most recently his teaching interests involve developing the world's first program on the commercialization of Second Life.



Susan Beebe

Enterprise Social Media Strategy Advisor

Susan Beebe is a successful business entrepreneur, published author, speaker, advisor, consultant and was recently a divisional manager at Nelnet. She is a founder of the Rochester chapters of "Social Media Club Education Connection" and co-founder of the Social Media Club". She was a strategy advisor on her employer's corporate Social Media task force team which provides "social marketing" services to eleven affiliate companies across North America.



Emily Carpenter

Emily Carpenter is the owner of WhizBang! Web Solutions and is a Web Whiz, Avid Networker, Blogger, Speaker, and Social Media Evangelist. She is the Rochester Personal Brand Examiner at and has built her own personal brand through networking, blogging, speaking, and social media. Emily blogs about business networking and shares her weekly schedule on her Democrat & Chronicle blog at . She is the cofounder of FreeNet and President of Rochester Professional Consultants Network. Emily is passionate about teaching the value of Social Media to area businesses and watching them blossom as they discover the power of joining in the conversation. She created a video explaining the basics of Twitter that you can view at . Connect with Emily via (EmilyCarpenter) and at .

To register, please visit our website at
www.henriettachamberofcommerce.org or go directly to
<http://hccsm4biz3.eventbrite.com>