

**81% of Americans use Social Media...**

**Are you using it for your business?**



**This course will focus on the basics of Facebook, Instagram, Twitter, Pinterest and Snapchat. Learn:**

- How to ID your target market
- Best practices for each platform
- Marketing strategies to optimize visibility



# SOCIAL MEDIA 101

## Reach Your Target Market Effectively



**FREE**

**City Hall Council Chambers**

**94 North Washington Street, Sonora, CA 95370**

**May 15, 2018 | 3:00 pm - 5:00 pm**

**REGISTER TODAY! <https://goo.gl/1BUq9N>**

**Valley Sierra Small Business Development Center | (209) 422-6416 | [info@valleysierrasbdc.com](mailto:info@valleysierrasbdc.com)**



The Valley Sierra Small Business Development Center is funded in part through a subcontract between Opportunity Stanislaus and the University of California, Merced under the current 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 [info@valleysierrasbdc.com](mailto:info@valleysierrasbdc.com).