

FRESH IDEAS

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SOCIAL MEDIA BOOTCAMP

CLASS OUTLINE

Learn winning social media tips and strategies from Bill Jacobson. At the Social Media Boot Camp Introduction Class, you will:

- Learn the basics of Social Media usage and terminology
- Learn best practices of how Social Media pioneers are engaging a following
- Develop understanding for building and creating your "brand"
- Learn ways to integrate Social Media into your online practices
- Learn where new Social Media jobs are emerging
- Learn entertaining and POSITIVE ways to build online friends and purposeful community
- Explore Social Media tools that help manage and optimize how you grow your tribe

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About the Community Builder: Bill Jacobson is a Web Technology Strategist and a Community Builder for Calling Back the Salmon. He has developed web sites since 1993 for non-profit and corporate organizations. He has a masters degree in public administration and has since helped to build several purposeful native and non-native communities.