

Social Media 101

Fundamentals to get you started



SMALL
BUSINESS
DEVELOPMENT
CENTER
SAN MATEO

THURSDAY
October 12, 2017
6:30 p.m. – 8:30 p.m.

U.S. Bank
1655 Oceana Blvd.
Pacifica, CA 94044

Social media marketing is now an established pillar of the marketing. If your company isn't leveraging this medium, then you're already behind! With all the information in the free marketplace, it can become a bit confusing for business owners. In this seminar, we will discuss social media fundamentals to get you started on your journey – how to create a social media action plan and other best practices.

Panel Lead: Paula MattisonSierra is the Retail & Marketing Business Advisor with the San Mateo Small Business Development Center. She consults with a variety of retail businesses both in San Mateo & Alameda County. Ms. MattisonSierra is also the Marketing Director & Founder of Power Marketing SF, an off-site marketing department targeting small to mid-sized businesses. She has successfully launched 4 businesses for herself.



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Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Robert Shoffner at (650) 574-6402 or email shoffnerr@smccd.edu.

