

5th Annual Oneida SOCIAL MEDIA WORKSHOP

WHAT WE'RE DOING

Kiar Olsen - "Managing Your Online Reputation"

This eye-opening session will show you how to take control of what information you provide to the world online. With so many social media and other websites that require your personal data, find out how you can manage what is out there for all to see.

12
:10

12
:35
Break

Ernie Stevens III - "How Creative is Your Content"

As you define or redefine your brand, an important factor is determining what creative elements are a part of you. Write this down quick: A strong brand is having a good story to tell, and marketing is telling that story well. One of the most effective, if not the most effective tool for branding is video. If you're going to use video, do it well.

12
:45

1
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1
:35

2
:15
Break

Anne Thundercloud - "Building Your Digital Brand with LinkedIn"

Learn how to get the most out of this free online tool which can expand your professional network, build your credibility as an expert in your field while you stay on top of industry trends. This workshop will start with the basics and walk you through the process of building your digital footprint on the path to success for you and your business.

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2
:25

Todd Lohentry - "Get Found Online"

Over a billion people now use Google Maps and Google searches to guide consumers to 1.5 billion destinations every year. Todd Lohentry will show you how to use Google My Business to establish a presence in Google and discuss which social networks help you get found and which ones don't. Attendees will leave with a good idea as to how to move ahead and get found in search.

3
:05

Wrap Up, Surveys, and Door Prizes



ONEIDA