



HEATH - NEWARK - LICKING COUNTY

PORT AUTHORITY

2010 WEBINAR SERIES

The Port Authority, for the fourth year now, is hosting economic development webinars as part of its economic development leadership initiative. Community leaders involved in economic development are invited to take part in these valuable sessions at no cost. All webinars are conducted using the latest in technology, including the Port Authority's SmartBoard system.

Location: Port Authority Office, 851 Irving Wick Drive West, Heath

Understanding Social Media

The What, When, Why and How of Social Media and Economic Development

Series Presented by International Economic Development Council

All scheduled 2:30 p.m.— 3:30 p.m.

October 6	Introduction to Facebook
October 13	Introduction to LinkedIn
October 20	Introduction to Twitter
October 27	Introduction to YouTube and Flickr
November 3	Introduction to Blogging

Everyone's on Facebook, Twitter, LinkedIn and YouTube these days, or at least it seems like it. The most popular platforms differ in setup and purpose, but each provides ways for communities to share news and updates, gain feedback, promote their location and more.

Social media has gone mainstream, so understanding how to use each of these platforms is key.

Each web seminar will show attendees how to use the platform and showcase best practices from communities of all sizes. Presenters will answer questions and help you better understand how to leverage each tool to support your economic development goals. The content in this series will be introductory level.

No need to RSVP. Have a question? Ask.

Call or e-mail Rick Platt at 740-788-5500 ext. 235 or rplatt@hnlcpa.com.