

1110 – Using Social Media for Online Marketing

- **Social Media Basics -- What is it?**
- **Determining Your Organization's Current Social Media Shortfalls**
- **Social Media Trends: Learn the 7 You Can't Ignore**
- **The Importance of Blogs for Social Media**
- **Using Audio and Video Podcasting for Online Marketing**
- **Strategies for Marketing Using Facebook and Other Social Media Sites**
- **Social Media News Releases - What Really Works**
- **Wikis - Why Use Them?**
- **Other Useful Social Media Tools**
- **Mapping Out a Winning Social Media Strategy**
- **Ways to Measure and Manage Your Social Media Success**