



AIA Central Valley

A Chapter of The American Institute of Architects



Social Media:

How to Leverage Face Book, LinkedIn and Twitter & Grow Your Business

Social media is one of the most powerful ways to generate exposure for your business, build brand awareness and attract new customers, but knowing where to start and how to manage the time involved can be challenging.

Stephanie Chandler, an author, speaker and consultant specializing in internet marketing, will share simple strategies to develop your social media plan, build your brand, manage your time and grow your network—all in less than an hour per day!

The session will cover:

- The distinct differences between Facebook, Twitter and LinkedIn
- Why social media is here to stay and how you can embrace it for your business
- User demographics (hint: there are more adults than kids on “The Big Three”)
- Methods for creating a powerful business presence to engage your existing clients and attract new clients
- Where to spend your time on these sites, and mistakes to avoid
- Time-saving strategies for updating your profiles and engaging with your audience
- Ways to integrate social media with your website and blog for improved search engine optimization

Date: Thursday, February 18, 2010

Time: 5:30 to 7:30 p.m.

Place: AIACV Gallery, 1400 S Street, Suite 100 Sacramento, 95814

PLEASE NOTE: *Venue subject to change depending on number of attendees registering.*

Parking: On-Street parking; limited parking in the gated lot behind the AIACV office, accessible from S Street.

Cost:

Members: \$25.00

Non-Members \$35.00

Register:

On-line by Tuesday, February 16th at Brown Paper Tickets:

www.brownpapertickets.com/event/98481

Learning Units: AIA Members will receive 1.5 AIA Learning Units.

For reasonable accommodations or alternate formats, please contact Kim Anderson: kanderson@aiacv.org or call 916-379-8798 at least 48 hours prior to the event.

We'll also be sharing the Chapter's new Word Press Website due to go live soon!