Social Media 101:

Harnessing the Power of LinkedIn, Facebook, and Twitter for Your Business

You've probably heard of the Big Three social networking sites: LinkedIn, Facebook, and Twitter. Maybe you're signed up on one, two, or all three of them? Perhaps you're even participating regularly—to some degree—on them. Or, maybe you've never even accessed any of these three sites? Either way, it's time to get acquainted with the Big Three.

If you find yourself asking the question, "What is social media, and what do these websites mean to my business?"—This seminar is the place for you.

Join us February 17, March 24, and/or April 14 at 8 a.m. for a free seminar presented by Morgan Meador, Director of Communications for Meador Staffing. Morgan will present information designed for anyone and everyone looking to integrate social media and the Big Three social networking sites into of their overall marketing strategy. By the end of the seminar, you will know the key skills to take those first steps towards creating a social media strategy for you business.

In this hour-and-a-half presentation, you will learn about:

- What social media are
- How to really use LinkedIn, Facebook, and Twitter
- The differences between each network
- Mixing personal- and business-related content
- Developing a social media strategy and policy for your company

Please **RSVP** to Valerie Smith (vsmith@meador.com or 713.986.0538) by

- February 10 for the February 17 seminar,
- March 17 for the March 24 seminar, and
- April 7 for the April 14 seminar.

You may also RSVP to this event on Facebook. Visit our Meador Staffing Fan Page by searching for us in the Facebook search bar, become a fan, and find this event listed under our Facebook "Events" tab. There, you may respond that you would like to attend.

2010 is the year to get to know social media and apply it to your marketing strategy!

It has become increasingly apparent that it's all about "who knows you" in today's hyper-connected marketplace. In order to embrace the role social media and social networking plays in this new dynamic, Morgan Meador joined Meador Staffing Services as Director of Communications. Morgan focuses on equipping and engaging each of our audiences with relevant knowledge and valuable information in support of the Meador, Career Consultants, and McDonald's Texas Invitational High School Basketball Tournament brands. Morgan's efforts are dedicated to developing an online presence on various channels for each brand as well as implementing a social media strategy, managing the companies' websites, writing articles and press releases, and editing company contracts, proposals, and other documents. She is challenged to keep us on the leading edge of social media marketing and networking technology.