



**Small Business Development Center
Bucknell University**

Helping businesses start, grow, and prosper.

Social Media Strategies for Small Businesses

Thursday, March 29, 2012, 1 - 4pm, SBDC Business Education Center

Who should attend:

Business owners and managers who are interested in learning how to use Social media tools to market their businesses.

What you will learn:

Opening an account on Facebook, Twitter, LinkedIn, and others is quick, easy, and has no direct cost yet these can be powerful tools for promoting a business. However, it's not always easy to determine how the tools can be integrated into an overall marketing plan.

You'll leave this seminar with a better understanding of the tools and how to use them!

- How can social media be integrated into business and marketing plans?
- How to measure your effectiveness in social media
- How to use third-party tools to efficiently manage your online presence
- What consumers expect from their connections with you.

About the speaker:

Jeff Hyde has taught Social Media Marketing to several hundred business owners throughout the last three-plus years. He has become a leader in social media marketing for agricultural and food businesses, presenting at several national conferences and to national audiences via web technologies. As State Program Leader for Entrepreneurship with Penn State Extension, he provides leadership for business management and marketing training throughout Pennsylvania and in other states. Connect with Jeff on Facebook (jah38) or Twitter (@jeffhyde).



Registration is required. Complete the application today!

I plan to attend

_____ “Social Media Strategies for Small Businesses”

March 29, 2012, 1 – 4pm, SBDC Business Education Center, Lewisburg

The fee is \$35. Includes one year (12 issues) subscription to Inc. and one year subscription to Susquehanna Business Life magazine.

Register online at <http://www.bucknell.edu/script/sbdc/seminars.asp>, or by calling (570)577-1249, or email SBDC@bucknell.edu. Remit a check for the seminar fees payable to Bucknell SBDC and mail to 112 Dana Engineering, Lewisburg, PA 17837.

Name _____ Business _____

Address _____

City, State, Zip _____ Phone _____ Cell _____

Email _____

Please check all that apply:

____ Business Owner ____ SBA Loan Recipient ____ SBDC Client ____ Male ____ Female

____ Veteran ____ Disabled ____ Minority Person ____ Unemployed ____ Student

Add to SBDC mailing list? ____ Yes ____ No

All SBDC programs are non-discriminatory and open to the public. Reasonable arrangements for persons with disabilities will be made, if requested at least two weeks in advance. Please contact Shelley Gadoury at (570)577-1249

Any necessary changes to the seminar schedule due to weather or other emergencies may be viewed at <http://www.bucknell.edu/script/sbdc/seminars.asp> Registrants will be contacted by email or phone.





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**BUCKNELL SMALL BUSINESS DEVELOPMENT CENTER
An accredited affiliate of a
national network of
Small Business Development Centers**

The Bucknell SBDC was created in 1978 and is located in the Dana Engineering building on the university campus.

The purpose of the SBDC is to serve as an educational research resource for small businesses. We help small business owners enhance their knowledge of business management through individual consultations, seminars, and pre-business workshops. We also help small businesses obtain data and analysis that are generally unobtainable to them on their own.

With the exception of seminars, the counseling services provided by the SBDC are free. Funding is received from the U.S. Small Business Administration, the Commonwealth of Pennsylvania and Bucknell University.

In addition to SBDC staff consultants, Bucknell faculty and staff along with student interns are used to provide counseling services for small businesses.

Areas of assistance provided by the SBDC include:

- Accounting and recordkeeping
- Applied engineering services
- Business startup procedures
- Business plan development
- Financial analysis
- Human resources
- Marketing and sales

Request free and confidential consulting at <http://www.bucknell.edu/x8148.xml>.
View the complete seminar schedule at <http://www.bucknell.edu/script/sbdc/seminars.asp>

Bucknell SBDC Staff

Steve Stumbris: Interim Director
Maureen Hauck: Assistant Director, Business Consulting
Judy Christ: Administrator, Education & Finance
Shane Cohen: Manager, Engineering Development Services
Brenda Holdren: Business Analyst
Shelley Gadoury: Office Assistant

Co-sponsors of the Bucknell SBDC business education programs include the Commonwealth of PA; Brush Valley, Central PA, Greater Susquehanna Valley, Middlecreek Valley and Perry County Chambers of Commerce; Watsontown Area Business Association (WABA); The Daily Item and Standard-Journal; and Inc. magazine.

