



Presenter: Kristy Crabtree
Owner, Westward Strategies

Kristy Crabtree has more than a decade of marketing and website communication experience. As owner of Westward Strategy & Design Group she knows that in today's market, your on-line communication platforms are the core of your management and marketing strategies. Westward Strategy & Design Group specializes in developing relationships with businesses that are in need of strategic solutions in areas of website design, social media platforms and practices, and email marketing. She has helped countless clients build their on-line presence and her work can be seen at <http://www.westwardstrategy.com/>.

Kristy currently teaches 9 of the 30-hour Social Media Marketing Certificate Program at the University of Nevada, Reno's Extended Studies. She is current on her technology knowledge and provides an exceptional presentation style to her audiences.

Kristy spends much of her recreational time in various rural Nevada locations as an amateur photographer and engages in camping, hunting and fishing whenever possible.

Note to all registrants:
You must be a resident or own a business in the location in which you register

Nevada Small Business Development Center
College of Business - m/s 0032
University of Nevada, Reno
Reno, NV 89557-0032

Social Media Business Basics

For business management and marketing



**Fallon • Fernley • Hawthorne
Wells • Lovelock**

Sponsored By:



Nevada Small Business Development Center
College of Business
University of Nevada, Reno

Social Media connections create more opportunities and sales for thousands of businesses nationally, and globally.

Your first steps matter in how your platforms are constructed and used. Find out WHY millions of businesses have a social media presence and learn how to build yours effectively and efficiently. Explore best practices and techniques on how to use social media and how to successfully integrate it into your marketing and management strategies.

Agenda Items Include:

- Strengthening Your On-line Presence
- Reasons to Create Profiles
- Selecting a Professional Email Address
- Email Recommendations
- Setup a Gravatar
- Create a Quick Profile Page on Google and Yahoo
- What's Your About 'ME' Statement?
- Keep a Cohesive and Unified Naming Convention
- Setting up a Twitter Account is as easy as 1-2-3
- Twitter Definitions
- Twitter Tools and References
- Setting up a FaceBook Account is as easy as 1-2-3
- FaceBook Tools and References
- Setting up a LinkedIn Account is as easy as 1-2-3
- LinkedIn Tools and References

Locations

Fallon

WNC Fallon Campus & Rural Development
Computer Lab, SAGE 102
160 Campus Way
Monday, April 11, 2011

Fernley

City of Fernley FTEC main lab
595 Silver Lace Blvd.,
Thursday, May 4, 2011

Hawthorne

Western Nevada College
(inside Mineral County High School)
601 A Street, Room 7
Thursday, June 2, 2011

Wells

Great Basin College/Elementary Trailer
1378 Lake Avenue
Monday, June 6, 2011

Lovelock


Western Nevada College
765 Western Ave
Tuesday, June 14, 2011

**All programs run from 8:30am-3:30pm
(lunch on your own from
11:30am-12:15pm)**

This premier training program is fully funded by the Nevada Commission on Economic Development in order to provide quality business education to community members across rural Nevada. Seating is limited, and registration is required. Consideration will be applied to award half the available spots to people of low to moderate income status.

You May Register for the Course:


Online:

 <http://nsbdc.org/education-training/business-training-calendar/>

By Phone:

 (800) 240-7094

By Fax:

 (775) 784-4337

By Mail

 NSBDC, UNR College of Business
m/s 0032
Reno, NV 89557

Mail or fax this information:

Name: _____

Company: _____

Address: _____

City, State, Zip: _____

Phone: _____

Fax: _____

Email Address: _____

Sign me up for this location:

- Fallon (4/11/11) Wells (6/6/11)
 Fernley (5/4/11) Lovelock (6/14/11)
 Hawthorne (6/2/11)

Questions? Send an e-mail to Kathy Carrico at kcarrico@unr.edu or call directly to (775) 784-6879