

September 1, 2011 | 1:30pm - 3:00pm PDT



Social Media for Rural Business Support and Capacity Building

Are you part of a rural organization interested in how social media may support business and capacity building in your community or region? Are you wondering where to start or how to effectively use social media tools? What's the return on investment? How can an online following be generated and sustained? Is an online engagement plan important? Are you interested in what other organizations in B.C. are already doing and where you can turn for help? If any of these questions intrigue you, then this webinar is for you!

Community leaders are using social media to increase their organizations' exposure, improve search engine rankings, create new partnerships and reduce costs. Before taking action, explore both the opportunities for success and challenges. This webinar will provide you with good practices on how social media can be successfully utilized, including some quick and easy templates. Join representatives of the Province of British Columbia, Jan Enns Communications, Community Futures British Columbia and the District of Tumbler Ridge to see what they are doing with social media.

This webinar will leave you with an understanding of how any rural organization might:

- Consider using social media;
- Avoid the pitfalls; and
- Put these powerful online tools to work for you.

Join online



at no cost

Presenting at the Webinar will be:

- **Tanya Twynstra and Bowen Moran** – Ministry of Citizens' Services
- **Jan Enns** – Jan Enns Communications
- **Tracey Axelsson** – Community Futures British Columbia
- **Kelly Bryan** – District of Tumbler Ridge

Register today at:

<http://www.ruralbc.gov.bc.ca/webinars/index.html>

Registration Deadline: August 30, 2011