

SOCIAL MEDIA FOR INTERNATIONAL EDUCATORS

A BCCIE WEBINAR

FRIDAY, MAY 6, 2011

2:00 - 4:00 PM

ONLINE

Adding social media into the marketing mix is increasingly important for marketers and communicators who want to establish an online presence for their organizations. Whether you've dipped your toes in the pool, or dived in the deep end, it's important to take a step back and evaluate your social media marketing strategy. Are you in the right social media channels? Are you using your time effectively? Are you cutting through the web's (and your competitors') noise?

This webinar will provide you with a simple methodology and best practices for developing a powerful social media marketing strategy. Attendees will take away lessons, ideas and inspiration that they can immediately put to use in their day-to-day work.

Darren Barefoot is a writer, technologist and marketer who lives in Vancouver, Canada. Since returning to Vancouver in 2003, he's started Capulet Communications, a PR and marketing company that specializes in high-tech companies. Capulet Communications has helped national brands and global businesses develop their Web marketing strategies. Their clients include Future Shop, Best Buy Canada and Mountain Equipment Co-op.

This is a paid webinar open to all educators outside of BC as well as BC public school districts, recognized independent K-12 schools and EQA-designated post-secondary institutions and language schools. The registration fee for BC stakeholders is \$75 and for those out of province is \$110, excluding HST.

To virtually attend the May 6, 2011 Social Media for International Educators Webinar, please register online at: <http://bccie.bc.ca/educators/professional-development> before **Thursday, May 5, 2011**. Instructions for accessing this webinar online will be sent to you via email once you have paid the webinar fee.