

## **A BCCIE WEBINAR: BUILDING A REMARKABLE SOCIAL MEDIA CAMPAIGN**

**FRIDAY, NOVEMBER 18, 2011  
10:30 AM- 12:00 PM (PST)  
ONLINE**

You're gathering fans and followers on Facebook and Twitter. You've tweaked your site so that it's social media ready. And you've even successfully invited some bloggers to check out your school. What's next? And now that your competitors have jumped on the social media marketing train, how can you continue to differentiate yourself?

This webinar explains the strategies and tactics we use to create buzz online beyond the established social media channels. We'll share the formula we've developed to create original viral campaigns and we'll brainstorm with attendees about campaigns they can build for their organizations which will help them stand out from the crowd.

Attendees will leave this webinar with:

- \* Ideas and a formula for creating viral campaigns.
- \* Case studies of successful campaigns from a variety of industries.
- \* Best practices for spreading these campaigns through your social media marketing channels.

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.

To attend the November 18 BCCIE webinar, please register online at <http://ow.ly/75ciF> before **Wednesday, November 16, 2011.**

For more information, please contact BCCIE at [events@bccie.bc.ca](mailto:events@bccie.bc.ca).