

## **A BCCIE WEBINAR: SOCIAL MEDIA: MEASURING YOUR RESULTS**

**FRIDAY, JANUARY 20, 2012  
10:30AM - 12:00PM (PST)  
ONLINE**

You've invested blood, sweat and tears in a Facebook presence, a Twitter account, and a terrific blog. Great, but are these channels really making a difference for your organization? Are they helping you to increase your email list size, recruit volunteers, or acquire new students?

To find out, you need to measure the value of your social media activity. Taking lessons from web-centric campaigns, this session will offer up practical solutions to the thorny problem of measuring results and ROI on the social web.

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.

Social Media: Measuring your Results 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 January 20 BCCIE webinar, please register online at <http://ow.ly/75ciF> before **Wednesday, January 18, 2012**.

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