

A BCCIE WEBINAR: SOCIAL MEDIA FOR INTERNATIONAL EDUCATORS

**FRIDAY, SEPTEMBER 30, 2011
10:30 AM - 12:00 PM (PST)
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?

Social Media for International Educators 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. This event is part one of a three part BCCIE webinar series focusing on the use of social media in international education marketing. The second webinar, How to Develop An Effective Campaign, will be held on November 18. Measuring Your Results is scheduled for January 30.

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 September 30 BCCIE webinar, please register online at <http://bccie.bc.ca/educators/professional-development> before **Wednesday, September 28**.

For more information, please contact BCCIE at events@bccie.bc.ca.