

# Web Marketing 201

## Using Facebook, Twitter & LinkedIn

A WORKSHOP FOR ARTISTS & ARTS ORGANIZATIONS

presented by

### Tom Ossa - Rockland Web Design

CO-SPONSORED BY

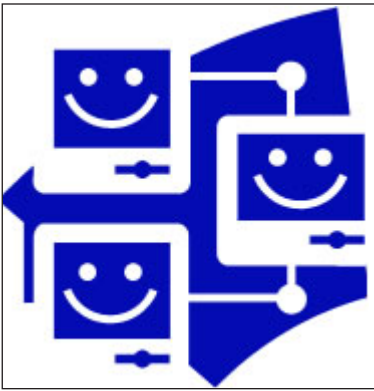
#### Arts Council of Rockland & Arts in Orange

at the Arts Council of Rockland, 7 Perlman Drive, Spring Valley

**Wednesday, July 22, 2009 - 6 p.m.**

**Free for ACOR & AiO Members - \$25 Non-Members**

Bring a brown bag dinner - snacks and beverages provided



In this 2+ hour workshop, you will laugh, cry and learn your way through the exciting world of social networking and launch into the realms of Facebook, Twitter and LinkedIn. Armed with this knowledge, you can steadily create a grass-roots marketing campaign that will generate more awareness and profit for your business.

**You will learn:** • The features of FaceBook, LinkedIn and Twitter • How to create profiles on each social networking site • Step by step instructions how to build your following • Marketing to your audience • Tracking your progress. *Questions leading up to the workshop are welcome. E-mail [arts@rocklandwebdesign.com](mailto:arts@rocklandwebdesign.com) with anything you'd like to see covered.*

**Tom Ossa** has been designing websites since 1999. His company, Rockland Web Design, specializes in customized graphic and Flash website design, mobile website development, video for web and search engine marketing. His portfolio consists of websites for contractors, hotels, non-profit organizations, churches, disc jockeys, college organizations, retail businesses and many others.

**Additional information: 845-426-3660**

**[info@artscouncilofrockland.org](mailto:info@artscouncilofrockland.org)**



*Please note: The Arts Council of Rockland strives to be a fragrance-free workplace.*

*Attendees are asked to please refrain from wearing perfumes, colognes or other strong scents. Thank you.*

**Mail this form along with your check (if applicable) made payable to the Arts Council of Rockland to: ACOR - 7 Perlman Drive, Spring Valley, NY 10977**

**YES!** I want to attend "Web Marketing 201"

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

**PLEASE MARK APPROPRIATE BOX**

- I am a current member of ACOR.
- I am not a current member of ACOR. Enclosed is my check for \$25.
- I am not a current member of ACOR but wish to become a member of ACOR and attend the workshop for free. Enclosed is my check for \$35 for a one-year membership.

**This workshop is made possible, in part, with a generous grant from KeyBank.**

