

# Social media workshop

Parasol Community Collaboration presents “It’s 2010. Is Your Business Social?” on Oct. 7 from 9am-noon.

RSVP: [pcc@parasol.org](mailto:pcc@parasol.org) or (775) 298.0119

Description: Learn how to use social media in your marketing mix and how to effectively listen, engage and measure your social media efforts with real-life examples specific to non-profits and small businesses.

Topics include:

- The power of social media
- Social media strategy
- Content management
- Case studies
- Measurements, benchmarks, and ROI

Instructor: Milena Regos

Location: DWR Center, 948 Incline Way, Incline Village