

Workshop to focus on online branding

The Lake Tahoe South Shore Chamber of Commerce in partnership with South Lake Tahoe is offering a workshop called How to Protect Your Brand and Your Bottom Line from Negative Buzz on May 13 from 9am to noon.

The goal of the workshop is to teach attendees how to protect the reputation of their businesses online. Workshop topics include why you should care about your Yelp and other social review site ratings, why negative reviews are a huge opportunity for your business, how to craft and manage a winning presence on social media sites, proven strategies for responding to reviews – good and bad alike – and free tools and resources for monitoring what people say about you online.

The workshop costs \$20 for chamber members and \$40 for non-members. The workshop will be at the chamber, 169 Highway 50, Stateline.

For more detailed information or to register, call 775.588.1728.