

Online business reviews topic of workshop

Lake Tahoe South Shore Chamber of Commerce is offering a workshop Feb. 23 titled How to Protect Your Brand and Your Bottom Line from Negative Buzz.

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 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 – 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. It will be from 3-5pm at the chamber, 169 Highway 50, Stateline. For more information or to register, go **online**.