



Small Business Insights

Advanced Social Media

12:30 - 2:30 P.M.

So you're active on Facebook, LinkedIn, and Pinterest, but maybe you are flying by the seat of your pants. Learn how to manage your social media presence strategically and efficiently, even across multiple platforms. We'll explore how to schedule posts, create unique insights, and get the most bang for your buck when advertising on social media.

Branding and Planning

3:00 - 5:00 P.M.

You might have a great logo, but do you have a great brand? What's the difference? Learn how creating and cultivating your brand is vital to your business's success. Leave ready to plan and implement a brand strategy to increase sales and customer retention.

**Corporate &
Community
Education**

Date:

**Tuesday,
August 16**

Cost:

**\$35.00
per course**

Registration

Deadline:

**Monday,
August 15**



**Register at the Continuing Education Building
located on the BRTC Pocahontas campus, College Drive,
between the hours of 8:00 a.m. and 4:30 p.m.**

**For additional information or alternate registration:
Call 870-248-4180, e-mail zebulon.blansett@blackrivertech.edu,
or visit our website at www.blackrivertech.edu/community/cce
and click on Pocahontas Campus.**