

Free Social Media Seminar for Small Businesses

In conjunction with .tel and PR Newswire, author Guy Clapperton will be presenting a seminar on "Introducing Social Media to the small business" on Friday 21st May at Telnic's offices in Central London.



The half-day morning seminar will cover:

- Establishing your brand online
- The major social networks – who's on them and how to interact
- Building social media into your marketing plan
- Resourcing social media
- Examples of good and bad practice – and the results
- How to blog – bring your laptop and we'll set you up with a starter blog on the day
- Targeting the reader
- Using editorial content to develop better search results
- Dealing with feedback
- Evolving a social media policy



Attendees will take away a free copy of Guy Clapperton's recent book, "This Is Social Media". You will also benefit from a free one-year .tel name subscription, which will be explained on the day! Both of these have been kindly supplied by PR Newswire (www.prnewswire.co.uk).

There are 10 free places available. To be eligible, you will need to be:

- Managing the communications of a small business, whether as the owner or as an internal marketing executive (no agencies please)
- Ready to move into social media and wanting to learn the first steps
- Be willing to talk to others about the course and the subject matter
- Be open to being amongst the first people to test new management features coming up in .tel to make sure that it is easy to use – this won't take long at all and can be done from your office or at home



About the presenter:

Guy Clapperton has been a freelance journalist, presenter and trainer since 1993. He specialises in writing for smaller enterprises and contributed regularly to the Guardian's "Business Sense" section for every issue during its nine-year run. He also contributes to the Independent, Telegraph and the Times, and broadcasts occasionally on the BBC News Channel. His latest book, "This Is Social Media", is aimed at small businesses. Released in November 2009, it has been solidly in several of Amazon's top ten charts for different niches of business, as well as frequently appearing in the top 100 business and legal book chart.

For further details and to register your interest please contact Sheena Khanna at skhanna@telnic.org