

Schoharie County  
**CHAMBER**  
CONNECTING COMMERCE & COMMUNITY

Presents

**SOCIAL MEDIA MARKETING  
STRATEGY COURSES**

Learn from industry experts!

**FACEBOOK: THE INS, OUTS &  
CHEATING ALGORITHMS**

AUGUST 5 | 7-8:30 PM

INSTRUCTOR: BOBBI RYAN

Designed for beginner & intermediate users.

Learn brand development, engagement tricks, conflict management, common mistakes and how to avoid them. Boost posts without boosting costs. Legal use of copyright free images & internet content. Enhance your professional look.

**CHOOSING THE BEST SOCIAL MEDIA  
PLATFORM FOR YOUR BUSINESS**

AUGUST 12 | 7-8:30 PM

INSTRUCTOR: MOHAMED BALIGH

Designed for intermediate & advanced users.

Learn how to read analytics, create content to fit your business, paid advertising, tactics to increase engagement, optimize social media profiles, explore algorithms and how they effect your presence, evaluate your competition and maintain your brand reputation.



**COST:**

**1 SESSION**

- \$15 Chamber Members/  
Veterans
- \$20 Non-Chamber Members

**2 SESSION**

- \$20 Chamber Members/  
Veterans
- \$25 Non-Chamber Members

**REGISTER & PAY**

[SchoharieChamber.com/Workshops](http://SchoharieChamber.com/Workshops)

**INCREASE THE DIGITAL MATURITY OF YOUR BUSINESS!**