



NJBIA No-Cost Grant Funded Training

This no-cost workshops is available through a partnership between the New Jersey Business & Industry Association (NJBIA), the New Jersey Community College Consortium for Workforce and Economic Development, and the NJ Department of Labor and Workforce Development.

Attendees must be employed by a registered NJ business and work a minimum of 20 hours per week. Public and State employees are not eligible for this grant funded training, but there are other options available. Please contact Cindy Phillips, lphilli8@rcsj.edu for more information.

Social Media and Your Business

June 6 & June 13

Tuesdays, 9am-12pm

Class is virtual via zoom

Please use this link to register:

<https://cccnj.gosignmeup.com/public/Course/browse?courseid=5220>

Social media remains an evolving aspect of our daily lives in addition to being a part of our businesses. This course is designed for people who have some familiarity with social media already. Participants will learn to develop a social media marketing plan as a part of their overall marketing strategy, determine who should be on their team, and choose how they will measure what is taking place. In addition, we will explore some of the major social media sites and look at how specialty sites and social media management tools can take their social media marketing to the next level.

Topics covered:

What is social media?	Damage control
Understanding the marketing mix	Using Facebook, LinkedIn & Twitter
Using social media to build internal communities	Using social media management tools
Keeping on top of the trends	How to create & launch a social media plan
Developing a social media plan	Building your social media team

