

**FREE Seminar**

# Social Media: Learn by Listening

**Learn how your organization can:**

- **Stay current with news in your field**
- **Monitor discussions of your brand**
- **Better understand your market**
- **Tap into crowd-sourced knowledge**

In the hyper-connected world of social media, it's tempting to jump straight to telling your story, making your case and getting the word out. In this free seminar, we'll discuss the building blocks of social media, with special emphasis on the importance of listening online. Using free tools from Google, Twitter and TweetDeck, you will learn how to monitor blogs and social media platforms for mentions of your brand, industry, competitors or anything else, to help you meet your business and social media goals.

*Greg Falken, of webdancers, brings 15 years of web development, as well as communication and education experience, to the task of building an online presence. He works with a variety of organizations, to create online spaces that provide a satisfying and valued experience for all who use them.*

**When:** Wednesday, October 13, 2010 12:00-1:30 PM  
Bring your brown bag lunch — drinks provided

**Where:** APS Solar  
19472 Village Drive  
Sonora, CA 95370

**Contact:** (209) 532-5925 or (209) 591-8505  
**Please RSVP** (space is limited)

Presented by:

**webdancers**  
online strategies and tools

