

# HARNESS THE POWER OF SOCIAL MEDIA IN BUSINESS



## Reach Your Target Market and Increase Your Sales Revenue

- Communicate your marketing message for maximum exposure
- Learn how to use the tools and techniques of social media

**\$99 to Attend**

**(\$75 for SBDC Client, WESO Members, and Non-Profits) / Light Refreshments**

**When:** Thursday, June 25, 1 to 5pm

**Where:** RCC/SOU HEC (101 S. Bartlett St., Medford), Room 120

**Bring:** Laptop or Tablet Device

**Presenter: Donnie Maclurcan, Ph.D.**



Dr. Maclurcan is a facilitator, author, and social entrepreneur, as well as an Affiliate Professor of Social Science at Southern Oregon University. He is Executive Director of the Post Growth Institute, which runs a content service for 50 sustainability-focused organizations who have a combined social media reach of 3 million Facebook and Twitter supporters. He tweets at @postgrowth and @donmacca.

Co-sponsored by: The Southern Oregon University Small Business Development Center  
Women Entrepreneurs of Southern Oregon  
The Post Growth Institute



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