two-part webinar series: 
Leveraging Social Media 
for your Organization and Career 

February 22 & 23, 2018

Social Media Marketing in Business 
Thurs., Feb. 22 | 1:30-2:45 p.m.

Using Social Media as a Business Professional 
Fri., Feb. 23 | 9-10:15 a.m.

Whether you are a social media professional or learning how to use your personal social media accounts as a business professional, this webinar series has something for you. Learn from a social media guru who has given TEDx talks, taught at Columbia University, was the Chief Digital Officer of the Metropolitan Museum of Art, and has taught thousands of professionals in more than a dozen countries how to effectively use social media as an organization and business professional. These webinars are sponsored by the School of Marketing and International Business in the Spears School of Business at Oklahoma State University.

Speaker: Sree Sreenivasan
New York City, NY

Sree Sreenivasan is a leading social and digital media consultant and trainer who works with nonprofits, startups, companies and executives around the world. In 2015, Fast Company named him one of the 100 most creative people in business; and in 2010, he was named one of the 35 most influential people in social media by the Poynter Institute.
thursday, february 22
1:30 – 2:45 pm

Social Media Marketing in Business

No matter what industry your business is in, social media is playing an increasingly important role in how work gets done. You’ll learn:

• What’s new on LinkedIn, Facebook, Twitter and Instagram
• How social media can help you sell your product, service or idea
• Mistakes businesses make on social media that you never will
• How to use social media for business to business as well as business to consumer marketing
• Where this is all headed and why you should pay attention

friday, february 23
9 – 10:15 am

Using Social Media as a Business Professional

No matter what stage you are in your career, there are ways to make better use of social media. You’ll learn:

• What’s new on LinkedIn, Twitter, Facebook and Instagram
• 10 ways to use LinkedIn more efficiently
• 10 Facebook tricks and tips
• 10 Twitter tricks and tips
• The art of the light-touch, low-temperature business relationship
• Where this is all headed and why you should pay attention

fee:
$125 per webinar
$225 if registering for both webinars / 10% discount

register:
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2018 webinars for professional development: