



ONLINE MEDIA CAMPUS

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on-demand training*

Using Social Media to Foster Community

Friday, April 2

2:00-3:00 p.m. EST | 1:00-2:00 p.m. CST

Registration deadline: Tuesday, March 30

(Registrations submitted after this date are subject to a \$10 late fee.)

Registration fee: \$35

Group discounts are available. Visit our website for more information.



In this webinar...

Now that you know the various social media tools - what can you do with them?

This session will cover the technology platforms and best practices for connecting with your readers on their turf - including how to handle commenting wars, new forms of monetization, niche content, mash-ups, and eReader devices that will have a big impact on the publishing industry.

The presenter...

Nathan Wright has over 10 years of expertise in social media, web culture, emerging media, user interface design, branding and digital communications. He founded Lava Row in 2007 after serving as the Interactive Lead at The Meyocks Group, an integrated branding firm. Wright can often be found organizing/attending TweetUps and Social Media Breakfasts.



Wright also writes about web strategy for The Des Moines Business Record's IowaBiz.com.

Presented in partnership with:

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