



SCOTT SKODNEK BUSINESS DEVELOPMENT CENTER

LEARN NEW FEATURES AND TRENDS IN THE SOCIAL MEDIA BOOTCAMP SERIES

Instructor - Mitch Tobol

Mitch Tobol, a well-known marketing expert in social and traditional media, will discuss and lead businesses to utilizing the latest tools for marketing. These hands-on and dynamic small group workshops will assist you in building new business channels.

April 26, 2018: **Facebook**

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- What's Working on Facebook Now
- Navigating New Features
- Using Facebook to Your Advantage

May 3, 2018: **Instagram**

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- Instagram in 2018
- What's New on Instagram
- 7 Steps to Success

May 10, 2018: **LinkedIn**

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- New Features
- Lead Generation
- Future Tips

Fee: \$100 per workshop; Fee for series of 3: \$270

EAP Participants: \$75 per workshop; Fee for series of 3: \$210

Workshops held Thursdays from 8 to 10 a.m. at the Oak Street Center.

Seating is limited. For more information contact April Jones at 516-463-5850 or email april.jones@hofstra.edu.

To register, visit <http://ce.hofstra.edu/social>.