



America's SBDC Iowa
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FOR IMMEDIATE RELEASE

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SOCIAL MEDIA SERIES TO HELP SMALL BUSINESSES

AMERICA'S SBDC IOWA TO OFFER SOCIAL MEDIA CLASSES

DES MOINES, Iowa – America's SBDC Iowa (SBDC) has teamed with **Laura Kinnard**, a Content Strategist, Social Architect, Brand Journalist, and Online/Offline Experience Marketer, and is pleased to announce six **Social Media Classes** for small businesses.

This series will help small businesses decide which social media platform to use, plus teach businesses how to get the most out of the ones they do use such as Facebook, Twitter, LinkedIn, and several more. After surveying our clients, they indicated the number one thing they struggle with is social media.

The SBDC is able to offer these classes for \$20/class or \$100/series (\$300 value) with **lunch included**. Space is limited: 40 seats are available at the Mid Iowa SBDC's Capital Square location at 400 Locust St., Suite 160, Des Moines. Classes will be **offered via webinar as well**.

For each workshop, guests can network with other small business owners and eat lunch from 11:30 a.m. to noon. Class instruction will run from 12:00 to 1:00 p.m. The series includes the following workshops:

May 2nd, 2016 - It Pays to Be Picky About Your Social Media Platforms (\$20)

May 9th, 2016 - Grow and Leverage Your LinkedIn Connections (\$20)

May 16th, 2016 - Harness the Power of Twitter for Business (\$20)

May 23rd, 2016 - Facebook Marketing Tips, Tools and Tactics (\$20)

June 6th, 2016 - Should Your Business FOCUS on Pinterest, Instagram or SnapChat? (\$20)

June 13th, 2016 - Why Do People (and Should Marketers) LOVE Live Social Media? (\$20)

For more information on the workshops, or to register, visit <http://www.iowasbdc.org/workshop-calendar/> and click on the workshop you want to attend.

America's SBDC Iowa is an outreach program of Iowa State University's College of Business. Iowa State University does not discriminate on the basis of race, color, age, ethnicity, religion, national origin, pregnancy, sexual orientation, gender identity, genetic information, sex, marital status, disability, or status as a U.S. veteran. Inquiries regarding non-discrimination policies may be directed to the Office of Equal Opportunity, 3350 Beardshear Hall, 515 Morrill Road, Ames, Iowa 50011, Tel. 515-294-7612, email eooffice@iastate.edu.

Funded in part through a cooperative agreement with the U.S. Small Business Administration, America's SBDC Iowa has 15 regional assistance centers located strategically across the state. Since program inception in 1981, the SBDC has helped hundreds of thousands of Iowa businesses and entrepreneurs through no fee, confidential, customized, professional business counseling and practical, affordable training workshops.

For more information on America's SBDC Iowa programs or services, call (515) 294-2030 or visit www.iowasbdc.org.

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