



SECT SCORE News Release

For Immediate Release

April 4, 2018

Contact: Anne Driscoll, anne.driscoll@scorevolunteer.org

SCORE To Host NEW Free Workshop on “Social Media 201”

DATE: Wednesday, April 25th, 2018

TIME: 6:00 PM to 7:30 PM EST

LOCATION: East Lyme Public Library, 39 Society Road, Niantic, CT 06357

RESERVE YOUR SEAT: [REGISTER NOW](#)

The Southeastern Connecticut chapter of SCORE, a nonprofit association dedicated to the success of small businesses, will present a free Small Business Workshop on "Social Media 201" with Maria Miranda.

You know the difference between a friend and a follower. You are no longer confused between a # (hashtag) and tagging someone with the @ tool. You also understand what a personal profile and a branded page are, and how to post to both.

So, what's next?

In this interactive and engaging presentation, one of our most popular speakers, Maria Miranda of Miranda Creative, will offer social media tips and techniques at the intermediate to advanced level.

In this 90-minute workshop, you will learn:

- How to access insights/data about social media profiles and how to use this information for social media best practices;
- How to use audience management platforms (Hootsuite, e-clincher or Sprout) to effectively manage multiple forms of social media;
- How to use social media ads (Facebook, Instagram and LinkedIn) for highly effective target marketing;
- The benefits of creating an editorial calendar for planning posts and getting approvals when needed;
- 10 proven tips for increased engagement and successful social media post formats.

Time will be set aside for questions/answers to your specific challenges.

Workshop Presenter Maria Miranda is the principal and creative director of Miranda Creative, an award-winning marketing and communications firm in Norwich, Connecticut. With a growing roster of clients on a national scale, Maria and her colleagues manage or advise the new media programs (websites, social media, mobile media) for a wide range of clients. Maria is a regular presenter for many regional Chambers of Commerce, a guest specialist on WFSB/Channel 3 and leads a variety of social media workshops nationwide. Learn more at MirandaCreative.com.

About SCORE: SCORE is a nonprofit association that offers free and confidential advice on starting your own business or improving and growing your existing small business. All 40 counselors in Southeast Connecticut are volunteers, receive no compensation, and are working or retired business owners, executives, and managers. SCORE's nine counseling sites in Southeast Connecticut include Guilford, Madison, Old Saybrook, Essex, Waterford, Middletown, Mystic, Norwich, and New London. For more information on upcoming free workshops and how to schedule a free small business mentoring session with our counselors, visit www.sect.score.org.

Would You Like To Become A SCORE Volunteer? Your business knowledge and experience can help others start or grow a small business. Learn more about becoming a SCORE volunteer at: www.score.org/volunteer.

###

Southeastern CT SCORE, PO Box 283, Old Saybrook, CT 06475 Email:

ScoreChapter@gmail.com

Tel: 860.388.9508

Photo Caption: Maria Miranda of Miranda Creative will give a free workshop on "Social Media 201" on Wednesday, April 25th, 2018, 6:00PM to 7:30PM at the East Lyme Public Library.