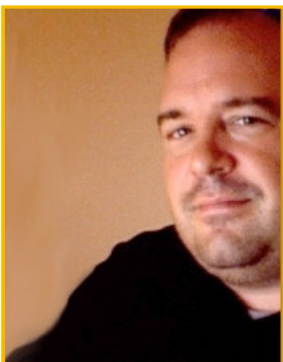




Social media relations opens new worlds that allow people to **connect with each other, causes, businesses and organizations** in new and compelling ways. Widmeyer's Social Media Bootcamp offers you and your institution **a roadmap to this new environment**—an individualized training session customized to your needs and goals.



This training session (available for a full- or half-day) includes a basic overview of the most popular social media sites and shares protocols and success stories. In addition to Facebook®, the training covers Google®, LinkedIn®, YouTube®, Twitter®, Flickr®, and MySpace®.



Bootcamp instructor **Barry Reicherter** is a **recognized expert and advocate for social networking**. He combines this interest with his 15 years of experience in public relations in order to inform and educate those both familiar and new to the online world. Reicherter has been featured in industry publications and has appeared as a speaker and moderator at industry conferences and seminars in the U.S. and Europe.



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