



ONLINE MEDIA CAMPUS

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Intro to Social Media

Learn how to get started using social media in this one-hour webinar!

Friday, March 5

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

Registration deadline: Tuesday, March 2

(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...

Nathan Wright of Lava Row Consulting covers the “need-to-know” on the latest social media. What is it? And what isn’t it? Social media is a great tool to reach out to more audiences and report news faster. In this webinar Nathan will give examples and best practices for reporters and news organizations using social media platforms effectively. He will also address the following questions:

- Who is using it and how are they using it?
- How can newspapers best optimize their web presence to make it more “social”?
- How can newspapers become more “findable” on the web?
- What kinds of Content Management Systems are out there and which are easiest to use?

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.



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