



# 2016 | 2017 SCHEDULE

*Social Media Workshop is an educational gathering presented by The Chamber on the constantly evolving elements of Social Media.*

\$15 for Chamber Member per session | \$20 for Future Member per session

Register at [616.842.4910](tel:616.842.4910) or [msherman@grandhavenchamber.org](mailto:msherman@grandhavenchamber.org)



- October 7**    ***Ten Free Tools to Improve Your Website Performance***    11:30am—1pm  
**Chris VanOosterhout, Muskegon Community College**    Chamber Training Room  
Creating and maintaining a web presence that brings real return on investment can be a costly challenge. Whether you build your site yourself, delegate it to employees or a department in your company or contract with an outside firm, it is important to know the health your site. Will your online investment help meet your organization's goals or discourage activities meeting your goals? In this session we will look at free tools to help make sure your online efforts are a success.
- November 4**    ***Writing/Blogging***    11:30am—1pm  
**Trisha McDonald, Splattered Ink Press**    Chamber Training Room  
Many small businesses have turned to blogging as a way to engage and connect with customers. However, many owners feel a bit on the outside when it comes to blogging for their business. In this seminar you will learn how to focus your concept and generate good content. NOTE: In this seminar, there is no tech support for setting up or adjusting a blog.
- December 2**    ***What's New With Instagram***    11:30am—1pm  
**Stefanie Herder, Grand Haven Area CVB**    Chamber Training Room  
2016 has been a big year of change for Instagram and it's important for your business to be aware of these updates and how to take advantage of them. In this session, we will walk through the newest updates and features as well as what is still yet to come for Instagram and its over 500 million monthly active users.
- January 6**    ***Contests & Giveaways***    11:30am—1pm  
**Melanie Swiftney, Grand Haven Area Community Foundation**    Chamber Training Room  
Have you considered running a contest on social media but don't know where to start? Melanie Swiftney, Director of Marketing & Communications at the Grand Haven Area Community Foundation, will cover contests and promotions on Facebook, Twitter, and Instagram, including goals, prizes, do's and don'ts, as well as how to use third-party websites to manage entries.
- February 3**    ***Snapchat for your Business***    11:30am—1pm  
**Rebeka Spiwak & Jacob Acker, RCP Marketing**    Chamber Training Room  
Whether you're in marketing or not, you know the impact Social media has on today's consumer. Snapchat in particular has quickly become a top platform for reaching consumers. Join us and learn about The Socials and their target audiences, understand what drives today's consumer, better understand the Snapchat platform, and more!
- March 3**    ***#Hashtags***    11:30am—1pm  
**Melanie Swiftney, Grand Haven Area Community Foundation**    Chamber Training Room  
Learn what a hashtag's true purpose is, and how it varies from Social Media platform to platform.
- April**    ***Spring Break—No Session***
- May 5**    ***Using Social Media to Reach Different Demographics***    11:30am—1pm  
**Suzanne Velarde, Velarde Marketing**    Chamber Training Room  
TBA
- June 2**    ***TBA***