

Using Facebook to connect with customers

Led by Nicole Engard, Liblime



Tuesday, September 23, 2008
9:00-Noon

Cost: \$20

Camden County Library, 3rd Floor Computer Lab
203 Laurel Road, Voorhees, NJ 08043

Directions: www.sjrlc.org/directions/ccl

facebook is **THE #1** social networking platform on the Web!

With more than 90 million **ACTIVE** users, it is the 4th most trafficked site on the Web. Demographically, more than half of Facebook users are outside of college and the fastest growing demographic is those 25 years old and older.

Your customers -- and your potential customers -- are living on Facebook!

Attend this workshop and learn how create a Facebook presence for your library and use that presence to effectively engage your customers.

After attending this class, students will be able to:

- Manage their library's Facebook presence
- Use updates to communicate with their customers
- Configure privacy options--and explain how to do so to customers.
- Use Facebook Notes to share websites and other items of interest with customers.
- Find and install Facebook applications



By the end of this class you will have a Facebook page for you or your library!

-- Attendees must have a web-accessible email account for this class. --

--- Earn 3 PROFESSIONAL DEVELOPMENT HOURS for attending this program. ---

Yes! Sign me up for Using Facebook to Connect With Customers

Cost: \$20

Name:

Library/Organization

Phone:

Email:

I have called SJRLC to confirm _____ Return registration form to:
SJRLC 10 Foster Avenue - F3, Gibbsboro, NJ 08026 Fax: 856-346-2839 Phone: 856-346-1222