

Social Media Workshop

INTEGRATED CAMPAIGN SOLUTIONS
PRESENTS
SOCIAL MEDIA FOR CAMPAIGNS & POLITICAL OFFICES

- Do you have a website?
- Have you been told you must have MySpace, Facebook, LinkedIn pages?
- So now you have these sites, now what?
- YouTube, Blogs, Twitter! Having a web presence alone will do very little for your campaign. How many hits are your sites getting? How many of those hits are campaign staff (yours and your opposition)? Is your website a mere dumping ground of press releases and copies of your mailers?
- Posting a few announcements on Facebook is NOT a Social Media Campaign.
- So how does your campaign use these and other sites to increase awareness of your campaign and promote Issues important to your district. How do these sites attract NEW DONORS and VOLUNTEERS.
- How do you build a dialog. How is a sense of community built.
- Most of all..... How do these sites get the candidate more Votes!!!!

A winning campaign requires planning and hard work. In order to be successful a Web 2.0 Social Media campaign also requires planning and hard work.

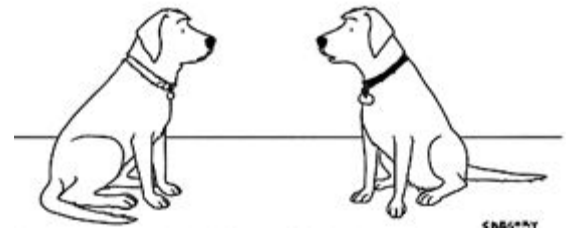
DATE: 12/12/09

TIME: 12:00 TO 6:00PM

Integrated Campaign Solutions Workshops are designed to cut through all the confusion and give you skills you need to start your own Social Media for the Campaign or Political Office

Workshop topics will include:

- ◆ Blogs and Blogger outreach
- ◆ Micro blogs (Facebook, Twitter), how and when to use.
- ◆ Do's and Don'ts of websites
- ◆ Help you with the planning of a Social Media Campaign.
- ◆ Integration of the Social Media Campaign with the rest of your campaign.
- ◆ Social Media for the Elected Official.
- ◆ Bonus, Voter Data Contact tracking.



"I had my own blog for a while, but I decided to go back to just pointless barking."

Yes SIGN ME UP for **Integrated Campaign Solutions Social Media Workshop**

Name: _____

Billing Address: _____

City, ST, ZIP: _____

Email: _____

Phone: (_____) _____

Credit Card: _____

Expiration Date: ____/____/____ CVV Code: _____

Signature: _____

When: December 12th 2009
12 Noon to 6PM
Where: 4301 E Valley Blvd
Los Angeles CA 90032

- ◆ Registration \$99
 - ◆ Early Registration by November 16th \$75
 - ◆ Late Registration after Dec 5th \$125
- Dinner and Snacks Included.