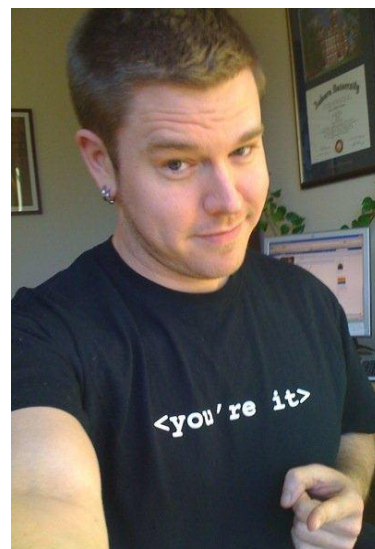


FREE WEBINAR

GET THE WORD OUT: Using Facebook and Twitter for Outreach and Community Building

Led by **Cliff Landis**

Tuesday, April 12, 2011
10:00 – 11:30 AM (1.5 CEU Hours)
Cost: **No Charge!**



You Set Up a Library Facebook Page & Twitter – Now What?

Setting up your library's Facebook page and Twitter account are easy—but what's next? Learn the secrets to building and maintaining your library's online community using social web tools. Find out about the best practices in outreach—including creating viral marketing campaigns and advertising events—as well as time-saving tips that will empower and motivate your library's users to spread the word on your behalf!

Audience: For all types of libraries.

After this program, you will be able to:

- Craft a Facebook page and Twitter account that will represent your library online;
- Save time and energy by updating multiple services at the same time;
- Reach new library users by building social web connections with existing users;
- Build community by advertising events and programs through the social web.

About the Presenter: **Cliff Landis** is the Web Services Librarian at the [Georgia State University Library](#) in downtown Atlanta. He is also a researcher, author and speaker on the role of emerging technologies in libraries, social network sites, user-centered service, assessment, and the co-evolution of humanity and technology, and is the author of ***A Social Networking Primer for Librarians***, published by Neal-Schuman.

Note: You will receive information on joining the webinar and viewing materials after you register and in plenty of time for the program.

To register, call the office at **732-752-7720/866-505-5465**,
fax the registration form at the bottom of this flyer to **732-752-7785**,
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Registration Form:

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Name: _____ Library/Organization: _____

Phone: _____ Email: _____