



PALM BEACH COMMUNITY COLLEGE

# Social Media U

*Join the conversation!*

Get your social media strategies in place and begin building relationships. Gain experience using social media tools in these hands-on two hour educational sessions | **\$45 each**

Register at: [www.pbcc.edu/cceregistration.xml](http://www.pbcc.edu/cceregistration.xml)

## Executive Management Institute for Training - EMIT

| OCTOBER Sessions   | Date  | Day       | Time       | Reference # |
|--|-------|-----------|------------|-------------|
| Social Media Platforms: NING, MetroMojo, Kick Apps             | 10/3  | Saturday  | 1-3p       | 133315      |
| Web 2.0 : Intro to 2 <sup>nd</sup> Generation Web Tools        | 10/6  | Tuesday   | 6:30-8:30p | 133318      |
| The Long Tail Concept: Exploring Niche Strategies              | 10/10 | Saturday  | 1-3p       | 133316      |
| Mashups / API: Talking to Other Platforms, Rollyo, Qlock       | 10/12 | Monday    | 6:30-8:30p | 133317      |
| Public Relation Media: Latest PR Tools, Technorati, Feedburner | 10/17 | Saturday  | 1-3p       | 133575      |
| TWITTER: How To Tweet, Increasing Your Following               | 10/19 | Monday    | 6:30-8:30p | 133576      |
| iPhone Basics: Bring Your iPhone and Explore the Possibilities | 10/24 | Saturday  | 1-3p       | 133574      |
| WIKIS: Why a Wiki, Collaboration, Document Management          | 10/31 | Saturday  | 1-3p       | 133577      |
| NOVEMBER Sessions  | Date  | Day       | Time       | Reference # |
| Podcasting Basics: Produce, Edit, Publish, RSS, Audacity       | 11/7  | Saturday  | 1-3p       | 133578      |
| Social News: Digg, Mixx, Reddit                                | 11/10 | Tuesday   | 6:30-8:30p | 133580      |
| Facebook Basics: Signing Up, Designing, The Wall and Friends   | 11/14 | Saturday  | 1-3p       | 133579      |
| Social Bookmarking: Easy Management of Cyberspace Info         | 11/17 | Wednesday | 6:30-8:30p | 133581      |
| MySpace Basics: Signing Up, Designing, Profile and Friends     | 11/21 | Saturday  | 1-3p       | 133582      |
| Video Sharing: YouTube, Vimeo, social videos                   | 11/24 | Tuesday   | 6:30-8:30p | 133583      |
| DECEMBER Sessions  | Date  | Day       | Time       | Reference # |
| TEXTING Basics: Learn the Shorthand, Bridging Generation Gaps  | 12/1  | Tuesday   | 6:30-8:30p | 133584      |
| Social Networking: LinkedIn, Bebo, Plurk, Orkut, Elgg....      | 12/5  | Saturday  | 1-3p       | 133585      |
| Web Office Tools: Google Doc, creating and sharing documents   | 12/7  | Monday    | 6:30-8:30p | 133586      |

For more information contact (561) 862-4705 or [ccesouth@pbcc.edu](mailto:ccesouth@pbcc.edu)

[www.pbcc.edu/cceboca.xml](http://www.pbcc.edu/cceboca.xml)

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