

# Getting Social

## AN EDUCATION SERIES FOR MICRO AND SMALL BUSINESSES

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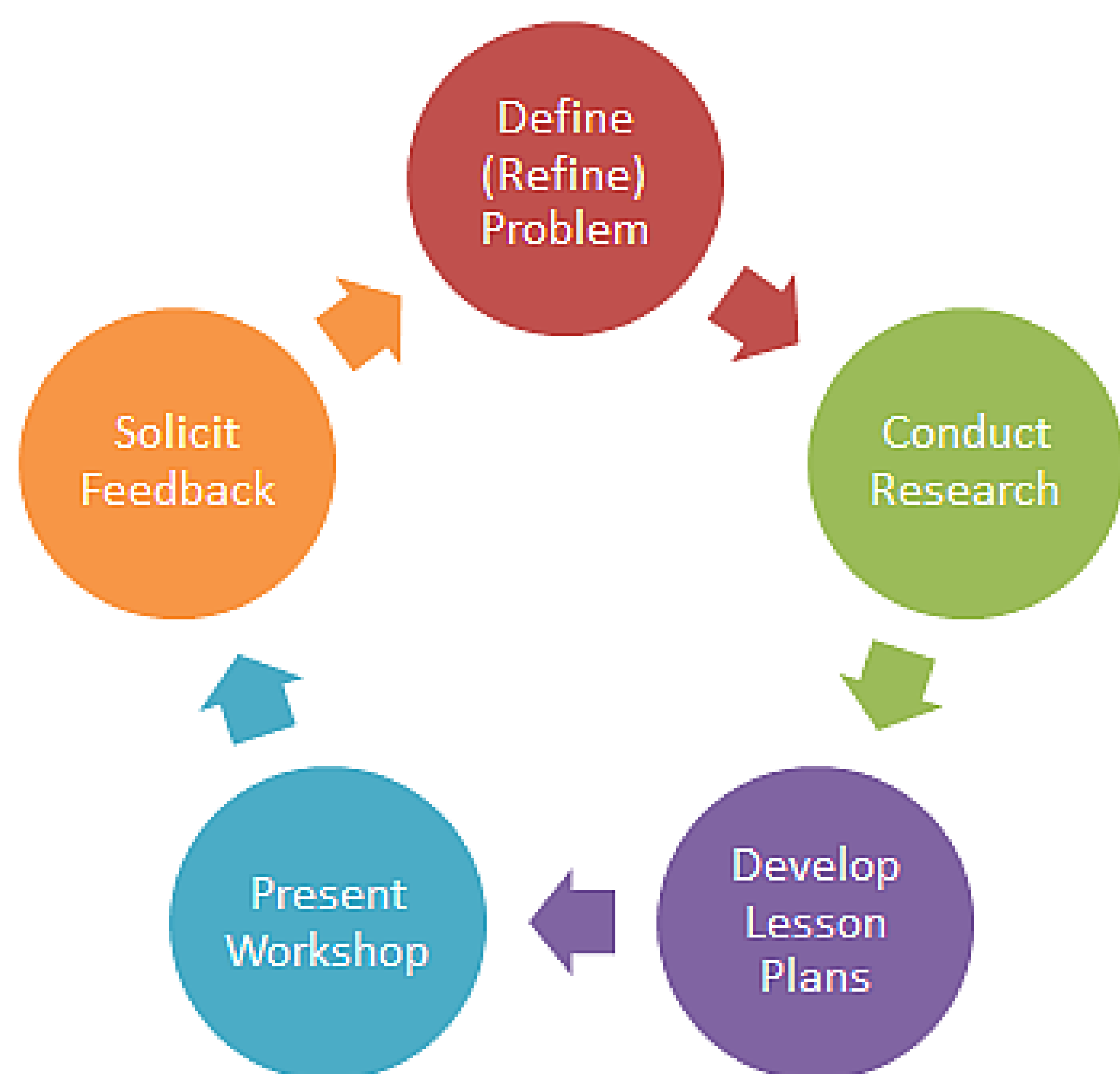
### THE ISSUE

In working with small and micro business owners, we identified knowledge gaps in the following areas:

- \* information resources
- \* social media management skills
- \* social media platform features
- \* user engagement best practices
- \* interface design

Our workshops help business owners overcome these barriers by providing a methodical approach, information resources, and analytic training with the goal of integrating social media as a tool into their overall business plan.

### DEVELOPMENT PROCESS



### THE RESULTS



Cindie and Johanna presenting workshops for Florist in the Garden employees.



Workshop attendees learn valuable social media marketing skills.

### NEXT STEPS

- \* Tailor workshops to differing tech skill levels
- \* Separate workshops for marketing plans and tech help
- \* Separate workshops for brick & mortar and online businesses
- \* Present workshops through local business associations or at public libraries
- \* Potential development into a consulting services business