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
- Define (Refine) Problem
- Conduct Research
- Solicit Feedback
- Present Workshop
- Develop Lesson Plans

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

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