



FOR IMMEDIATE RELEASE

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Learn How to Leverage Social Media to Promote Your Brand and Your Business

Wilmington, N.C. — The use of Social Media has become so prevalent that new platforms are springing up every day. For businesses, social media is one of the most cost-effective ways to market. The HR Group will help Wilmington businesses take advantage of this medium at the second seminar of the Wilmington Chamber's Doing Business in the Digital Age Series: Leveraging Social Media to Promote Your Brand and Your Business. The seminar will be held at the Wilmington Chamber of Commerce on Tuesday, May 5, 2015, from 8:30am-10:00am.

In addition to providing a way of increasing the visibility of and trust in the company brand, it also offers an easy way to promote products and services, and to provide customer service. Understanding the basics is vital to success. In this presentation, attendees will learn:

- How to determine which platforms are best suited to your company;
- How to effectively use the most popular platforms; and
- The basic rules of marketing on social media.

Attendance is free for Chamber members; \$15 for non members. Registration is available online at: <http://www.cvent.com/d/rrqzdg>.

Questions? Contact Member Services Director Megan Canny at 762-2611 ext 202 or canny@wilmingtonchamber.org.

About the Wilmington Chamber of Commerce

The Wilmington Chamber of Commerce is the largest membership-based business association in Southeastern North Carolina. The Chamber's mission is to ensure economic prosperity throughout our region. This is accomplished by: creating a diverse, inclusive organization that serves as a strong voice for businesses in the Greater Wilmington area; offering unique membership benefits, services and education; and challenging government officials to address long term community and business interests.