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Basic Social Media Training to be held at the FAPC

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Like a Facebook page, follow on Twitter, share a photo, tweet a message, become a fan ... Just a few of the many buzz phrases circulating in today's social media realm. With the recent introduction of various social media platforms, a transformation has occurred in the online communication landscape.

Oklahoma State University's Robert M. Kerr Food & Agricultural Products Center is offering the second annual Basic Social Media Training on July 14. During this training, participants will learn how to set up their own Facebook and Twitter pages for their food and entrepreneurial businesses.

A recent study, titled The Social Habit II, found that more people are engaged in social media than not. Results of the study also indicate more than 52 percent of Americans have a profile on social media sites such as Facebook or Twitter.

"Many companies want to be involved in social media networks, but they do not know how to get started or what to do after they have joined," said Mandy Gross, FAPC manager of communications services and co-chair of the workshop. "This training was designed to give step-

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Using social media as a means of distribution and interaction is a useful way for companies to market themselves in addition to what they are already doing, Gross said. Companies can reach new audiences through social media outlets, which in turn, can attract new customers.

Featured workshop presenters include Bill Handy, visiting professor of OSU's School of Media and Strategic Communications, and Melissa Garcia, Internet marketing manager of AdvancePierre Foods and well-known for her social media efforts for ConsumerQueen and FastFixin'.

"This workshop will teach the basic skills of using Internet marketing through Facebook and Twitter," said Andrea Graves, FAPC business

planning and marketing specialist and co-chair of the workshop. "Food manufacturers will learn how they can use this growing avenue to broaden their marketing efforts."

The FAPC is offering a two-part series on social media education. The July 14th engagement will cover the basics of the modern communication medium. Part two of the workshop series, Advanced Social Media Training, will cover more in-depth aspects of social media on Sept. 15, 2011.

Registration deadline for the Basic Social Media Training is July 8. Cost is \$100 per training or \$150 if you register and attend both the basic and advance trainings. The trainings are limited to the first 25 participants.

To register, visit www.fapc.biz/socialmediatraining, call Karen Smith at 405-744-6277 or email karenl.smith@okstate.edu.