



## CSS WAKE-UP CALL

### *Practical Applications in Social Media for Businesses Big and Small*

*Separating the hype from the practical applications of social media can be a daunting challenge for busy business people. Many feel compelled to pursue social media strategies but may not be sure where or how to start. Do I hire a consultant? A marketing agency? Or maybe a twenty-something for whom leveraging these tools is second nature. With limited time and money to throw at the problem both large and small businesses need to make the right moves to capitalize on the opportunity while minimizing the risk of miss-step.*

*This month's CSS Wake Up Call features Jeffrey Rich, Vice President of Marketing & College Communications at St. Scholastica and noted social media consultant. Jeff will share actionable strategies that can be applied to build awareness of your brand, while cultivating stronger relationships with your customers and business partners. With a focus on how to leverage Facebook, Twitter and LinkedIn, Jeff promises you will take away actionable, easy to implement ideas that can have an immediate and positive impact on your marketing and communications strategy.*

*Date: October 21, 2009*

*Time: 7:30-9:00am*

*Place: The College of St. Scholastica  
St. Cloud Campus*

*4150 2nd Street South, Suite 330  
St. Cloud, MN 56301*

*Please join us for CSS WAKE-UP CALL. This workshop is free and open to all business and community members but pre-registration is required. Contact Katie Wayne by October 19 to reserve your spot, space is limited!*

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