

## Tech Tuesdays Workshop Series Topics Outline

Fourth Tuesday each Month (except December)

1:30 – 3:00 pm (starting in February; January is 11:30 am – 1 pm)

Jan. 26<sup>th</sup>:

### Facebook Basics for Business

- Business page vs personal page – the important differences
- Setting up interactive buttons – making sure your customers can easily reach you
- Making sure contact information is complete
- Linking to your web site, or using Facebook as your online presence
- Managing your page
- Basics of reading and monitoring reach and impacts
  - ❖ Carmen Runyan - Presenter/trainer

Feb. 23<sup>rd</sup>:

### Setting up Sales through Facebook & Instagram (Facebook Shops) – Workshop and Lab

- How to set up sales
- Options (and pros and cons) for linked banking system(s)
- Linking to other apps, programs and web sites
- More detailed analysis and monitoring of reach and impacts
  - ❖ Robyne Welch-Beaubien, NM MainStreet Revitalization Specialist, Speaker

March 23<sup>rd</sup>:

### Developing a marketing strategy/plan

- Integrating social media and conventional media/advertising
  - Also Yelp, Google, Manta and other information sites (including industry-specific, such as AirBnB)
- Planning and scheduling your social media posts and activity
- Making sure your different apps and programs are working together
  - ❖ Diane Villegas – Big Picture Marketing/SCORE Albuquerque volunteer, Presenter/trainer
  - ❖ David Varella – IT professional, entrepreneur, Speaker

April 20<sup>th</sup>:

### Maximizing Your Online Presence

- Attaching your site to key words that will put your name at the top of search results
- Keeping your site/page dynamic
- Balance
- Deciding what apps and media work for you
  - ❖ Connie Loveland and Susann Mikkelson (tentative) – Presenters/trainers
  - ❖ David Varella – Speaker

May 25<sup>th</sup>:

Implementation Lab

- hands-on assistance on basics we have taught to date
  - ❖ Connie Loveland and Susann Mikkelson

June 22<sup>nd</sup>:

Creating creative and effective content

- Using graphic design and related software/apps for your marketing content
- Free vs. paid apps and programs for designing
- Using hashtags, using your location
  - ❖ TBD

July 20<sup>th</sup>:

Creating and using videos and photos

- Smartphone video basics
- Live videos for marketing
- Taking and editing good quality photos and video that tell a story
  - ❖ TBD

Aug. 24<sup>th</sup>:

Software and online applications for retail sales

- Point of Sale apps and software
- Card reading apps and software – keeping your customers' private data secure
  - ❖ David Varella - Presenter/trainer

Sept. 21<sup>st</sup>:

Budget, sales management and other tracking with Microsoft and Google applications

- Using MS Word and Excel and Google Docs for business
  - ❖ David Varella - Presenter/trainer

Oct. 26<sup>th</sup>:

Unconventional marketing and relationship building tools

- Are Podcasts and/or Blogs for you?
- Facebook Live and YouTube
  - ❖ TBD

November:

Learning Labs

- Applying what you have learned and digging deeper
  - ❖ Connie Loveland and Susann Mikkelson, with David Varella virtually