

# Social Media Management

Learn which platform is the best for your business type in order to increase online exposure. This training will take a deep dive into each platform to help you better understand what they are, and how to use them to grow your businesses.

- Best Practices for Posting
- Evaluating Performance
- Implementing SEO in Your Strategy



**\$20 TRAINING**

Wednesday, Feb 16 | 9-10:30AM | CIE HotHouse + Zoom



[SBDC.CALPOLY.EDU/EVENTS](https://sbdc.calpoly.edu/events)



## Taught by Travis Ford

### President & Co-Founder Rock Harbor Marketing

Travis will share his expertise in digital marketing and social media strategy. With over 10 years of experience in the industry, his professional career is focused on helping businesses grow through the power of well architected marketing & advertising campaigns.