

Meet the Presenter



Beth Still has taught social studies for ESU13 since 2005. Beth has a passion for educational technology and social media. She has a strong web presence on Twitter and she authors the blog Nebraska Change Agent. Beth twice presented at the International Society for Technology in Education annual conference. In 2009, she presented

on the value of online education and virtual schools in rural America and in 2010 she was the lead presenter on a panel discussion on using social media to create a professional learning network. She has also led two presentations focusing on social media at the Nebraska Educational Administrators Technology conference, as well as numerous workshops and webinars regarding the implementation of national technology standards into the curriculum.

Non-Profit
Organization
U.S. Postage Paid
Scottsbluff, NE
Permit No. 141

Return Service Requested



“The instructors were able to adapt to the varied needs of the participants, whether they were a beginner or a tech savvy business owner looking to promote their web site.”

Beth Lyon

Administrative Assistant
Wiedeman & Associates, P.C.



“Social media is becoming more of the normal way of interacting with staff and customers in my profession. We are very lucky to have WNCC’s Business and Community Education classes to help keep citizens properly informed of the changing world we live in today. It’s a user friendly environment that’s cost effective.”

Dana Miller

Fire Chief
Scottsbluff Fire Department

**Western Nebraska
Community College**



John N. Harms Advanced Technology Center
2620 College Park
Scottsbluff, NE 69361

Using **Social Media**
to Enhance Your **Business,**
Personal, and **Professional**
Connections



Western Nebraska
Community College

All sessions run from 4 to 7 p.m.

Cost: \$40.00 per session

SESSION 1:

Intro to Blogging and Social Media - September 19, 2011

Social media has revolutionized the way we communicate and interact with information and with each other. This session explores how social media has changed advertising, schools, and how people connect to one another. Participants in this session set up a blog and add some content and widgets. Future sessions will show you more apps that can be incorporated into your blog.

Prerequisite: Sign up for a Google (or preferably Gmail) account ahead of time and bring your user name and password with you to the session.

SESSION 2:

Gmail and Google Calendar - October 17, 2011

Gmail is unlike any other email you have ever experienced. It offers more space for free than the average user would ever need. Participants also learn the basics of Google Calendar such as how to create a calendar, share it, add events, and reminders. If you are serious about getting organized and becoming more efficient then make sure you add this session to your schedule.

Prerequisite: Sign up for a Gmail account ahead of time and bring your user name and password with you to the session.

SESSION 3:

Skype and Picasa - November 21, 2011

Desktop videoconferencing is one of the most fun and useful ways to use a computer. With the click of a mouse and minimal hardware we can connect with anyone around the world instantly. Participants explore Skype and Google Video chat and learn how it can help bridge the gap between them and their particular clientele. Test Skype accounts are provided.

Picasa is Google's online photo storage software. You get enough free space to store 4,000 photos for free with the option to buy additional space at a very affordable price. Using Picasa you can create albums, edit and crop images, organize using tags, add locations, and order prints from the comfort of your home. Participants also learn how to synchronize their albums so they can share them with others.

Prerequisite: Sign up for a Google account ahead of time and bring your user name and password with you to the session. Bring a thumb drive (also called USB flash drive) or memory card and reader with pictures.

SESSIONS 4 & 5:

Facebook

There are over 500,000,000 people on Facebook in the world making it the largest social networking site on the planet. However, Facebook is no longer exclusively used by teens to stay in touch with their friends. Facebook's versatility makes it appealing to almost everyone. Businesses create fan pages as a way to promote their products and services as well as interact with their customers. Educators use fan pages for academic purposes because it is a way to connect with students online without having to "friend" them.

Introduction to Facebook - December 5, 2011

This session is designed for participants who are brand new to Facebook. During this session participants learn how to add a picture to their profile, upload images, update their status, message others, add friends, and use the chat feature. The pace of the class is fairly slow since it is designed for beginners.

Intermediate Facebook - December 19, 2011

This session is geared toward people who have dabbled in Facebook, but still have lots of questions. The pace of this class will be a little faster than that of the Introductory class and we spend time going beyond the basics. Participants learn how to customize their privacy settings as well.

Prerequisite: Create a Facebook account prior to class. It is also recommended that participants who wish to learn how to upload pictures bring a flash drive or memory card with pictures on it.

Return registration form to:

Western Nebraska Community College

2620 College Park

Scottsbluff, NE 69361

308.635.6700

Name: _____

Address: _____

City, State, Zip: _____

Phone Number: _____

E-Mail Address: _____

Date of Birth: _____

Last Four Digits of Social Security #: _____

Session 1: **Intro to Blogging and Social Media**
September 19, 2011 _____ x 40 = \$ _____

Session 2: **Gmail & Google Calendar**
October 17, 2011 _____ x 40 = \$ _____

Session 3: **Skype/Picasa**
November 21, 2011 _____ x 40 = \$ _____

Session 4: **Introduction to Facebook**
December 5, 2011 _____ x 40 = \$ _____

Session 5: **Intermediate Facebook**
December 19, 2011 _____ x 40 = \$ _____

Call 308.635.6700 or visit wncc.edu/hatc to register today!

blogging digg reddit Google twitter flickr LinkedIn YouTube facebook StumbleUpon widgets CONNECT