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## Quick Bite: October 21, 2010 Social Media & Your Media Mix – Is It For You?

11:00 a.m. – 12:00 p.m. EST

Speaker: Chris Sievers

Your members and potential members are looking for you on the Internet. Are you there? With the explosion of social media, learn how to effectively add Facebook, Myspace, Twitter and Blogging to your media mix. Learn how advertising on Facebook is highly targeted and inexpensive.

**Speaker:** Chris Sievers graduated from Eastern Illinois University in 2001 with a degree in journalism and a minor in political science. He worked for several daily newspapers as an editor and a designer. He has been the Marketing Director at SIU Credit Union since 2003 and has watched the company grow from \$85 million in assets to nearly \$170 million in assets during that time.

**Location: Via Telephone** (11:00 a.m. to 12:00 p.m. EST)

**Educational Investment:** \$109.00 per telephone connection. *Unlimited Listeners and Free Audio Archive*

**\*\*\*You must be registered for this session to hear the audio-recorded version and receive handouts.\*\*\***

**AUDIO ARCHIVE!** Can't tune in today? This session will be available on-line for **30** days after activation.

**To enroll**, you may complete and fax our **General Registration Form** (found on the Web site) or **send an Email to [mzelinsky@njcul.org](mailto:mzelinsky@njcul.org)**. Please include Participant Name(s) and Cost to your credit union.

If you have any additional questions, please do not hesitate to contact the Education and Training Department at 609-448-2426 x100.