

**Thursday, April 18, 2013
9 a.m. – 11 a.m.**

**WORKFORCE SOLUTIONS – Hobby
8231 Broadway
Houston, TX 77061**

Social Media in the Workplace Seminar

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TO REGISTER](#)

You Will Learn To:

- Avoid the pitfalls of using social media to attract prospects and customers to your Web site
- Respond to customer service issues in a way that minimizes bad reviews on the Internet
- Deal with employees making comments on social media that damage the company's reputation
- Understand the positive and negative aspects of using social media to recruit new employees

- No cost to attend. It's FREE!
- Seating is limited, register online today.
- Attendance qualifies for 2.0 hours of HRCI credit.
- For more information, please call (713) 590-2653.

Join Workforce Solutions for a complimentary educational seminar about how social media has exploded online in recent years. Social media is no longer a fad; it now has enough critical mass to be a driving force. While a company Web site might be nice to look through and contain terrific content, is it effective at creating sales or attracting talent to your organization? It's only possible if enough interested people know about it and see the Web site. How do you currently drive targeted traffic to your Web site? Learn more about how social media can replace traditional advertising and benefit your business while lowering costs.

FEATURED SPEAKER

Louis Sokol, *Principal at Social Media Accessories*

Louis Sokol is the principal for Social Media Accessories. He has owned and managed an IT company since 1992 and worked with social media since 2001. His background as a geologist and chemist prepared him to scientifically evaluate options for business owners and serving as a resource for the best technical office choices. Louis holds a patent for a drilling fluids oilfield product and has always been an innovative producer whatever the circumstances. He has written articles and blogs about the Internet, computers and telecommunications since 1990 and authored a weekly online newspaper column for eight years.



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