



FARMINGTON BANK™

## Understanding and Using Social Media



You've thought about using social networks for your business or nonprofit, and you're ready to take the next step. Where do you go from there?

Join us at the Institute of Technology & Business Development (ITBD) to get a closer look at the popular social media networks – Facebook, Twitter, LinkedIn, Pinterest, YouTube, and Instagram.

We'll show you the benefits of using each, what kind of content to create, tips on using photos and videos, and examples of how other organizations are marketing with them. Also learn about the importance of blogging and paid search, and how they integrate with the various social media platforms.

### Presenter: Jeffrey Cohen



Jeffrey Cohen has a distinguished career in the Computer Generated Graphics, Sales and Marketing, and Technical Support industries. He is VP of Sales at ImageWorks, LLC, a producer of independent small business commercial films. Jeffrey previously owned American Screen Graphics, a silkscreen and graphic design firm.

Jeffrey has also been quoted in Time Magazine and has been published in Business 2.0 and WIRED. He is also the recipient of the 2016 "Best Web Developer" by the Hartford Business Journal.

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