

The Otsego County Chamber

Strengthening Our Economy  Shaping Our Future

Media Release

The Otsego County Chamber **ANNOUNCES SOCIAL NETWORKING FOR BUSINESSES SEMINAR**

**For More Information Contact:
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The Otsego County Chamber invites businesses to join a seminar led by ISD (Information Systems Division, Inc.) that will discuss the advantages and disadvantages associated with social networking in a business situation. The “Social Networking for Businesses” seminar will be held on Wednesday, October 14, 2009 at The Holiday Inn of Oneonta/Cooperstown on the Southside of Oneonta. The presentation will begin promptly at 8:00 am. Coffee and Danish will be provided. The cost is \$10 for Chamber Members and their guests.

The three main web services that will be discussed are Facebook, Twitter, and LinkedIn. Facebook is a free-access social networking site that allows users to join organized networks, maintain their own profile, and send friends messages. Twitter is a free social networking and micro-blogging service that allows users to send and read “tweets,” or messages that are 140 characters or less. LinkedIn is a business-oriented social networking site which is mainly used for professional networking.

Social networking can be a great way for businesses to stay connected to their customers, the community and spread the word about current news and promotions. This seminar will provide each attendee with knowledge of how to use these web services as well as ways to protect themselves from the potential drawbacks. Businesses are using these services in innovative ways to grow. But they also need to be cautious in its use, and to be proactive in their expectations of employee behavior in the social networking sphere in order to be successful.

The seminar will address the importance of establishing social networking guidelines for employees, and the restrictions that employees should have when interacting over these web services. It is also necessary to understand how the use of social networking might affect employee productivity.

This social networking seminar is an excellent opportunity to learn about the new ways in which a business can grow by using web services. The seminar will also help with establishing regulations for employees that will ensure that these web services are being used in a productive and appropriate manner.

Attendees should arrive at the Holiday Inn of Oneonta/Cooperstown area by 7:45 am on Wednesday, October 14, 2009. To register, or to get more information, please contact Pam at (607)-432-4500 ext 201 or pam@otsegocountychamber.com.