

Digital Quicksand: Avoid Time-Sucking Habits in a Web 2.0 World

How to Avoid Obsessive Compulsive Social Media Disorder



Like it or not, social media sites like LinkedIn, Facebook, and Twitter are here to stay – and it isn't just kid stuff anymore. In fact, businesses and individuals worldwide keep finding interesting ways to use social networks and other interactive online media to do some pretty amazing things – from building their brands to getting to know their customers. Where do you stand in this new phase of the internet revolution, which many techies are calling “Web 2.0”? Perhaps you avoided it altogether...or you're an addict...or you're somewhere in between. Like most technology, social networks and other social media tools are great resources but lousy masters. You could spend all day hopping around to different sites, updating your information, and connecting with people all over the world. But how does that add to your daily productivity?

Date: Tuesday, February 9, 2010
Time(s): Registration: 12:30 p.m. Seminar: 1:00 p.m. to 4:00 p.m.
Location: EKS&H Accountants, 7979 E. Tufts Ave, Denver, CO 80237, 1st floor conf. room
Investment: \$99 per person (half day) or \$89 for three or more people from the same company

Sample Course Objectives:

- Nail down your social media goals and pick a few key targets.
- Embrace third-party applications to automate tasks.
- Avoid counter-productive procrastination behaviors.
- Set up a LinkedIn profile and group.
- Understand the difference between FB profile and fan pages.
- Get into a routine and keep up with it.
- Scan and cull, rather than checking and reading in real time.
- Turn one post into multiple posts; systemize your processes.
- Don't post anything manually.
- Broadcast your message across multiple networks.
- Create a Facebook Fan Page.
- Use Twitter and Twitter apps effectively.
- Heed the Time Twit warnings.
- Start a private social network.
- Reinforce your message through blogging.
- Podcast with audio and/or video and set up an iTunes feed.
- Tag and share your content.
- Don't use real time: update your social media while doing other things

Register by faxing the form below to 303-471-7402 or visit
http://www.theproductivitypro.com/s_publicworkshops.htm for discount pricing

Time: Morning session for Outlook 2003 Afternoon session for Outlook 2007
Credit Card: VISA M/C AMEX
Card number: _____ Exp Date: _____

Your name _____
Company _____
Shipping address: _____
City, State, ZIP _____
Phone: _____
Email: _____