## **Social Media Workshop**

## **Topics Include:**

## Social Media 101

The Basics: What is it, What's Available, Who Uses it, Best Practices

**Social Media 102** How to Maintain a Good Level of Awareness for Your Org

**Online Fundraising Tools** What's New? What's Working?

## **Private Consultations**

Seek Advice and Feedback About Your Org's Use of Social Media

FREE for APCF Affiliates & Nonprofits serving API communities

Date:	Tuesday, October 28, 2014
Time:	9:30 am – 11:30 am Workshop 11:30 am – 12:30 pm Private Consultations Sign-up for a 15 minute appointment when you register Lunch will be provided
Location:	Special Services for Groups - First Floor Conference Center <b>905 E 8<sup>th</sup> Street, Los Angeles, CA</b> Enter parking lot off of Gladys Avenue
Register:	Click here to register now! Deadline is Tuesday, October 21 <sup>st</sup> – Space is limited, so register early!

**Presented by:** 





Social Media

**interTrend Communications Inc. is an award-winning full-service communication agency** based in Long Beach, California, helping corporate America to target the Asian American segments such as Chinese, Japanese, Korean, Vietnamese, and Filipinos nationwide. For more than a decade, interTrend has successfully helped Fortune 1000 clients to nurture and establish brand leadership positions in this emerging market through an integrated mix of advertising, public relations, promotions, events, and interactive strategies via various in-language media outlets.

For questions or additional information, please contact <u>events@apcf.org</u> or (213) 624-6400 x4.