



## PRESS RELEASE

**Contact:** Christina M. Lopez  
**Phone:** 716.632.6905  
**Fax:** 716.632.0548  
**Date:** May 12, 2010  
**Email:** clopez@amherst.org

### Take Your Business to the Next Level With Social Media

#### *FOR IMMEDIATE RELEASE*

AMHERST, NY-Wondering what all the hype is surrounding such popular social media sites as Facebook, LinkedIn and Twitter? Interested in making social media a part of your marketing plan? Join the Amherst Chamber of Commerce and the Education Resource Council as we present **“Social Media: Hype or Hope?” featuring special guest speaker, Joel Colombo of PSG 360, Friday, May 14, 201- from 8:30 a.m. until 10:00 a.m. at Bryant and Stratton’s Amherst Campus at 40 Hazelwood Drive.** Explore the growth and explosion of social services for business. Learn interesting facts and features of social networking sites including YouTube and Blogging. If you have ever wondered how these tools are used to build business, then this workshop is for you.

Get a firm grasp on which services affect specific target audiences, what level of commitment and time these services require, whether or not programs are relevant to your business or industry and gain some insight into campaigns and experiences that can work for you. If you’re in charge of marketing, sales or executive decision making within your organization, this workshop is designed to teach you about the ease and versatility of social media networking services and the impact they can have on your bottom line. This workshop is intended for regular internet users, who may be familiar with social media networks sites, such as Facebook, LinkedIn , Twitter, YouTube and Blogging, but are still looking for ideas to take your social media networking to the next level.

To learn more about this exciting educational workshop, or to register, give the Chamber a call at 716.632.6905 or visit us online at <http://www.amherst.org/cstudio/class/colombo-socialmedia> to take advantage of this special engagement. Don’t miss out on your opportunity to learn the ins-and-outs and new and creative ways to best utilize your social media options.

It is the mission of the Amherst Chamber of Commerce to create and maintain a positive economic, political and social climate in Amherst, thereby making it possible for members of the community to grow and prosper. The Chamber seeks to advance human progress by fostering a climate that emphasizes individual freedom, incentive and responsibility. Working in conjunction with the more than 2,500 businesses associated with the organization, we are committed to making Amherst a better place to live and work.