



ONLINE MEDIA CAMPUS

*Your source for
on-demand training*

Intro to Social Media

Learn how to get started using social media in this one-hour webinar!

Friday, March 5

1:00-2:00 p.m.

Registration deadline: Tuesday, March 2

(Registrations submitted after this date are subject to a \$10 late fee)

Registration fee: \$35

Group discounts are available. Visit our website for more information.



In this webinar...

Nathan Wright of Lava Row Consulting covers the “need-to-know” on the latest social media. What is it? And what isn’t it? Social media is a great tool to reach out to more audiences and report news faster. In this webinar Nathan will give examples and best practices for reporters and news organizations using social media platforms effectively. He will also address the following questions:

- Who is using it and how are they using it?
- How can newspapers best optimize their web presence to make it more “social”?
- How can newspapers become more “findable” on the web?
- What kinds of Content Management Systems are out there and which are easiest to use?

The presenter...

Nathan Wright has over 10 years of expertise in social media, web culture, emerging media, user interface design, branding and digital communications. He founded Lava Row in 2007 after serving as the Interactive Lead at The Meyocks Group, an integrated branding firm. Wright can often be found organizing/attending TweetUps and Social Media Breakfasts.

Wright also writes about web strategy for The Des Moines Business Record's IowaBiz.com.



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NEWSPAPER
FOUNDATION**

REGISTER TODAY AT WWW.ONLINEMEDIACAMPUS.COM

Online Media Campus is brought to you by Southern Newspaper Publishers Association and Iowa Newspaper Foundation



Registration

YES! Sign me up for the Intro to Social Media webinar Friday, March 5 from 1:00 p.m. - 2:00 p.m.

Registration fee: \$35

Discounts are available for groups of 10 or more from the same newspaper or company.
Find out more at www.mediacampusonline.com or contact Jana Anderson at 515-422-9051 or janderson@innews.com.

Registration deadline: Tuesday, March 2

(Registrations submitted after this date will be subject to a \$10 late fee. *No discounts apply after the registration deadline.*)

Name _____ Newspaper _____

Corporate Affiliation *(for group discount tracking)* _____

Address _____ City _____ Zip _____

Phone _____ Fax _____ E-mail _____

Payment enclosed Bill my newspaper Charge my credit card (see below)

| | |
|--|----------------|
| Credit card # _____ | Exp. ____/____ |
| <small>VISA/Mastercard only</small> | |
| Address _____ | Zip _____ |
| <small>must be address/zip where billing is sent</small> | |
| Amount to be charged \$ _____ | Date _____ |
| Authorized signature _____ | |

Please send a separate registration form for each registrant. This form may be photocopied as many times as necessary.

Send your completed registration form(s) and fee to:
IOWA NEWSPAPER FOUNDATION, 319 E. 5th St., Des Moines, IA 50309, FAX to INF at 866-593-7406
or REGISTER ONLINE at ONLINEMEDIACAMPUS.COM

CANCELLATION POLICY:

Registration fees cannot be refunded if a cancellation is made less than 72 hours prior to the session.

Upon registration you will be contacted with additional information for participating in the webinar.

RECEIPT OF REGISTRATION: To assure you that we have received this registration, we will send a confirmation e-mail or return a copy to you with the box at the right completed. If you do not receive this acknowledgement of receipt within five working days after you sent it, please call Jana Anderson at 515-422-9051.

This registration was received by the Iowa Newspaper Foundation on _____