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It's Not Enough for a Business to Just *be* on Social Media

In order for businesses to see results from their social media efforts, they need to be where their customers are online. Engaging, involving, and influencing customers, as well as developing a trusting and loyal online relationship, are all important goals of a business social media plan. Attend Fox Communities Credit Union's [in] Focus business workshop; "Driving Results with Social Media" to learn how.

Kristin Cates, Digital Marketing Specialist at Fox Communities, will help businesses learn how to take their social media efforts to the next level by discussing: social media policies and strategies, mapping out a content plan, keys to engaging your customer base, tracking and measuring your social media efforts, and more.

This is a hands-on workshop. Although not necessary, bringing your own handheld mobile devices and laptop computers is encouraged.

Join us on Tuesday, February 11 at Urban Hope Entrepreneur Center, 439 S. Jackson St., Green Bay, or Thursday, February 13 at Time Warner Cable, 3520 E. Destination Dr., Appleton. Each seminar will be presented from 8:30 am- 11:30 am.

Register at <http://www.foxcu.org/seminarsworkshops3.html> or by calling Becky at (920) 993-3757. This seminar is free and open to the public.

Anyone can join **Fox Communities Credit Union** if they live or work in the counties of Brown, Calumet, Kewaunee, Manitowoc, Oconto, Outagamie, Shawano, Waupaca or Winnebago County. Fox Communities Credit Union has been serving the community for over **75 years**, employs 270 people and has an asset size of over \$965 million. Visit www.foxcu.org for more details.