

Women's Business Matters

Counsel for Women
Fredrikson
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SOCIAL MEDIA FOR BUSINESS

Date: Tuesday, February 28, 2012
3:30 - 6:00 PM

Agenda: 3:00 – 3:30 p.m. Registration and Networking
3:30 – 5:00 p.m. Program and Panel Discussion
5:00 – 6:00 p.m. Cocktail Reception

The kick-off seminar in the Women's Business Matters Series will focus on how social media is shaping business marketing and development, how business owners might use social media tools to their best advantage, and some of the challenges this growing social medium presents. Why should business owners and executives care about social media? Because whether they like it or not, consumers and clients are posting about industries or businesses on social networks and people continue to expand their online connections. A few statistics to consider:

- Social media is the #1 activity on the web. – Nielsen, 2010
- If Facebook were a country, it would be the third most populous in the world with 800 million current active users; compare this to July 2009, when there were only 250 million active users! – Facebook, 2011
- 96% of Gen Y is on a social network. By 2010, they will outnumber Boomers. They think email is passé. – Trendspotting, July 2007
- A survey of 800 U.S.-based human resources and recruitment professionals showed that 64% of employers hired through social networks this year. – Jobvite's 2011 Social Recruiting Survey

From networking to marketing to employment, social media plays a role in how businesses conduct themselves and how your customers, clients and present and future employees perceive your company.

Panelists: Abby Bailey, Senior Manager of Creative Services, Best Buy

Makala Johnson, Public Affairs Associate, Mayo Clinic's Center for Social Media (MCCSM)

Teresa M. Thompson, Shareholder, Fredrikson & Byron, P.A.,
Author, netWORKedlawyers.com

Moderator: Lousene M. Hoppe, Attorney, Fredrikson & Byron, P.A.

Location: Fredrikson & Byron, P.A.
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