



# Social Media & Digital Marketing

Thursday  
February 2  
2012

11:45 am  
to  
1:00 pm

Golden Room  
the Atrium  
111 Research Drive

Lunch and refreshments  
will be provided

The session will be delivered by Jenn Egroff, Accounts and Marketing Director from College Mobile.

The presentation will focus on the following:

Twitter - how to use in the professional world

Facebook - how to set up a company page, and manage

LinkedIn - maximizing your company profile

QR Codes - best uses and examples

Mobile apps - how to use as a communication tool and how to market once implemented

Register by contacting [saskatoon@innovationplace.com](mailto:saskatoon@innovationplace.com)