

**Event contact:**

*Jim Poole, Membership Development Manager*  
*The James J. Hill Reference Library*  
jimpoole@jjhill.org  
651.265.5555

## Media Alert

# Master the Tactics of Social Media

## Social Media Events at The James J. Hill Reference Library

**What:** Master the Tactics of Social Media at the James J. Hill Reference Library in St. Paul, MN

As part of its nonprofit mission in St. Paul, the Hill Library presents a venue for experts to speak to small businesses so they can learn about ideas that otherwise would remain available only to much larger enterprises.

---

**When:** Events start on October 28

---

**Where:** 80 West Fourth Street, St. Paul, MN 55101

---

**Highlights:** A series of events designed to help you master the tactics of social media

---

**Details:** The Hill Library is hosting a series of events designed to help you master the tactics of social media. Learn how to integrate social media into your marketing mix and use it to learn about markets, sell, and deepen loyalty among your existing clients.

### **BUILD A FACEBOOK FANPAGE!**

Wednesday, October 28

8:00 a.m. - 9:00 a.m.

How to set up a Facebook fanpage for your company and clients, and make it work for you the way Tony Oliva did.

### **CHOOSING SOCIAL MEDIA FOR BUSINESS SUCCESS!**

Wednesday, November 4

8:00 a.m. - 9:00 a.m.

Lisa Helminiak examines 10 social media sites and explains how to choose one to best achieve your business goals.

### **MARKET YOUR BUSINESS - SOCIALLY!**

Tuesday, November 10

6:00 p.m. - 7:30 p.m. EVENING

A panel of experts will discuss how to achieve value for business and avoid risks when using social media marketing tools.

Over →

**Details:** The Hill Library is hosting a series of events designed to help you master the tactics of social media. Learn how to integrate social media into your marketing mix and use it to learn about markets, sell, and deepen loyalty among your existing clients.

**BUILD A FACEBOOK FANPAGE!**

Wednesday, October 28

8:00 a.m. - 9:00 a.m.

How to set up a Facebook fanpage for your company and clients, and make it work for you the way Tony Oliva did.

**CHOOSING SOCIAL MEDIA FOR BUSINESS SUCCESS!**

Wednesday, November 4

8:00 a.m. - 9:00 a.m.

Lisa Helminiak examines 10 social media sites and explains how to choose one to best achieve your business goals.

###

*The James J. Hill Reference Library is a private, non-profit library located in St. Paul, Minnesota. The Library houses a world-class collection of resources and is considered the most comprehensive publicly accessible practical business library in America. The mission of the Hill Library is to provide access to and assistance in finding the practical business information clients need to succeed. The Hill Library was founded in 1921 by one of the nation's true business pioneers, James J. Hill.*

*More information at [www.jjhill.org](http://www.jjhill.org).*

*For public relations, please contact Matthew Bellin at [mbellin@jjhill.org](mailto:mbellin@jjhill.org) or 651.265.5442.*