Social Media for Business Fall 2020

LinkedIn® for Business: Basic
If Facebook© is the place to check in with family and friends, LinkedIn® is the place to network with customers, expand your business network, and job hunt. We'll cover the basics of LinkedIn® and learn the terminology, as well as how to get more out of LinkedIn®.
LinkedIn® account and login information required.

Introduction to Podcasting
If you are interested in podcasting as a marketing tool for you or your business, join us for this information-packed class. Discussion will include the mechanics behind the finished product (recording, editing, up/down loading, etc.), establishing an idea/approach, and boosting your brand with relevant content to drive your audience to subscribe.

Marketing Your Business on the Internet
In this hands-on course, you'll discover proven methods for establishing an Internet presence and building a brand identity. You’ll learn to incorporate SEO, advertising, email, social media, and more to develop an effective Internet marketing plan for your business even with little money to spend.

For your convenience, we are offering LIVE Online learning opportunities. These classes are delivered live via Zoom. They are not prerecorded videos. This allows you, the student, to participate from the comfort of your home. Look for the LIVE Online logo shown to the left to find these classes. As our learning environment changes, we look forward to offering additional classes live online.

Check out all classes offered at www.southeast.edu/continuing
Find us on Facebook® at www.facebook.com/SCCNebCE
### Registration Form - Non-Credit Course

Complete this form with payment information and send via mail to Southeast Community College, Continuing Education, 301 S. 68th St. Place, Lincoln, NE 68510 OR FAX to 402-437-2703

The College requests, but does not require, a student provide their Social Security number during the admissions process. Visit www.southeast.edu/collegecatalog for additional information.

You will see your class acknowledgement with information about your **SCC Student ID Number**, **SCC User ID**, and **password**. You also will receive an email with this same information for your records.

In the future it will be easy to register by logging in using your SCC User ID and password and it will not be necessary to provide your Social Security number again.

If you have problems getting registered, please call 402-437-2700 or 800-828-0072 for assistance.

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#### Social Security Number OR SCC Student ID Number

**Birth Date** | **Name: Last**
---|---

**City** | **State** | **Zip** | **County #**
---|---|---|---

**Email Address** | **Cell Phone**
---|---

**Residence Mailing Address**

**Ethnicity (select one):**
- Hispanic or Latino
- Not Hispanic or Latino

**Race (Select one or more):**
- White
- Black/African-American
- American Indian/Alaska Native
- Native Hawaiian/Other Pacific Islander
- Asian
- Latino
- Not Hispanic or Latino

### Course Information

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### Payment Information

- **Check**
- **Cash**
- **Mastercard**
- **AMEX**
- **Discover**
- **VISA**

**V Code**

**Payment Type**

**TOTAL DUE**

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**Signature**

Would you like a receipt mailed to you? **Yes** | **No**

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**SCC Staff Tuition Waiver**

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**Additional Registration Information**

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301 S. 68th St. Place, Lincoln, NE 68510

402-437-2700 • 800-828-0072 • FAX 402-437-2703

www.southeast.edu/continuing