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 log-in information required.

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Time</th>
<th>Location</th>
<th>Instructor</th>
<th>Code</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan. 5</td>
<td>T</td>
<td>1-4 p.m.</td>
<td>LIVE Online, Zoom</td>
<td>Siefkes</td>
<td>BSAD-6499-TCSA</td>
<td>$59</td>
</tr>
<tr>
<td>Feb. 10</td>
<td>W</td>
<td>9 a.m.-Noon</td>
<td>LIVE Online, Zoom</td>
<td>Siefkes</td>
<td>BSAD-6499-TCSB</td>
<td>$59</td>
</tr>
<tr>
<td>March 9</td>
<td>T</td>
<td>1-4 p.m.</td>
<td>Falls City, FCLC, Main</td>
<td>Siefkes</td>
<td>BSAD-6499-FCSA</td>
<td>$59</td>
</tr>
<tr>
<td>March 25</td>
<td>Th</td>
<td>1-4 p.m.</td>
<td>LIVE Online, Zoom</td>
<td>Siefkes</td>
<td>BSAD-6499-TCSC</td>
<td>$59</td>
</tr>
</tbody>
</table>

NEW! Blogging for Beginners

Whether for personal projects, small business or corporate branding, blogging is a hot trend. Get a foundational understanding of the major platforms, how to build an audience and best practices to kick start your new adventure with grade-A content. Tag on some social sharing tips and you will be ready to hit the ground blogging.

Keyword: Blogging

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Time</th>
<th>Location</th>
<th>Instructor</th>
<th>Code</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 8</td>
<td>M</td>
<td>6-9 p.m.</td>
<td>LIVE Online, Zoom</td>
<td>Roush</td>
<td>AREA-6763-TCSA</td>
<td>$39</td>
</tr>
</tbody>
</table>

Social Media for Business Certificate

Get in on this exciting and growing way to communicate, market and serve your customers and clients. For businesses, nonprofits, government, and other organizations. From Facebook to Twitter, blogging, YouTube, LinkedIn, and more, discover the new principles of communication that apply across all networks and how these specific social networks work and the possible uses for your organization.

Introduction to Marketing Skills

This is a hands-on introduction to basic-to-moderate marketing skills and tools aimed to help small businesses, online endeavors and personal branding to cultivate a following and make an impact in their respective markets. This course is designed to help you flesh-out your large idea(s), make them tangible and develop an immediate action plan. We will cover social media, blogging, online videos, email marketing, community strategy, target markets, images, copy writing, and more.

SCC staff tuition waiver does not apply.

Keyword: Marketing

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Time</th>
<th>Location</th>
<th>Instructor</th>
<th>Code</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan. 11</td>
<td>M</td>
<td>6-9 p.m.</td>
<td>LIVE Online, Zoom</td>
<td>Roush</td>
<td>BSAD-7293-TCSA</td>
<td>$49</td>
</tr>
</tbody>
</table>

Location Key

Falls City, FCLC................................................... Learning Center at Falls City, 3200 Bill Schock Blvd.

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.

Have an idea for a class that could be offered live online? Please submit your idea at https://bit.ly/sccconlinecourses.

Check out all classes offered at www.southeast.edu/FallsCityLC

Find us on Facebook at www.facebook.com/SCCLearningCenteratFallsCity

Cancellation/Refund Policy: You must call the Continuing Education office at 402-437-3780 or 800-828-0072 the day before the class begins to receive a 100% refund. If you call the day of the class or after it has started, no refund will be issued. If a class is cancelled or student drops (according to the refund policy), refunds will be issued to the student, unless a third party has been formally billed by SCC Business Office. ADA Reasonable Accommodations: SCC provides services and reasonable accommodations to allow persons with disabilities to participate in educational programs and other College activities. For information on requesting ADA reasonable accommodations, contact the SCC Area Access/Equity/Diversity Office.

For more information, contact Holly Carr at 800-828-0072, ext. 3396, or hcarr@southeast.edu

You must have an email account to register online.

2. Search for your class by entering a key word in the title or the course number. Click Submit. (Enter information in only one field for broader results.)
   Key Word Example: Driver
   Course Number Example: TRAN-3398
3. Select the course for which you wish to register. Click Submit.
4. Enter your personal information, certify your identification and click Submit.
   * You must provide your Social Security Number.
5. Optional: Enter your Additional Registration Information and click Submit.

* The College requires a student's Social Security number as a condition for enrollment online. A student's Social Security number information constitutes an "educational record" under FERPA.

---

**OR REGISTER BY MAIL, FAX OR IN PERSON**

---

**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.

---

**Social Security Number OR SCC Student ID Number**

**Birth Date**

**Name:** Last __________ First __________ Middle Initial __________

**Residence Mailing Address**

**City**

**State**

**Zip**

**County #**

**Email Address**

**Cell Phone**

**I identify as:**

- Male
- Female

- Nebraska Resident
- Non-Resident

- Hispanic or Latino
- Not Hispanic or Latino

- White
- Asian
- Native Hawaiian/Other Pacific Islander
- American Indian/Alaska Native
- Black/African-American

---

**COURSE NUMBER**

**TITLE**

**START DATE**

**COST**

$________

$________

$________

$________

---

**TOTAL DUE**

$________

---

**SIGNATURE**

[Check] [Cash] [Mastercard] [AMEX] [Discover] [VISA] V Code __________

*Name as it appears on card: ____________________________

*Exp.Date __________ CC # __________

*Billing agency (INCLUDE LETTER OF AUTHORIZATION ON COMPANY LETTERHEAD)

*For the protection of your personal credit card information, do not include this form to SCC. If faxing, only use the fax number listed or verify with SCC before using another SCC fax number.

---

**Would you like a receipt mailed to you?**

[ ] Yes [ ] No

**SCC Staff Tuition Waiver**

[ ]

---

**FOR OFFICE USE ONLY**

[ID# __________________]

---

---

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

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

www.southeast.edu/continuing