

Social Media for Business

Winter 2021



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.

Keyword: LinkedIn

March 25 LIVE Online, Zoom	Th Siefkes	1-4 p.m. BSAD-6499-TCSC	\$59
April 13 LIVE Online, Zoom	T Siefkes	1-4 p.m. BSAD-6499-TCSD	\$59

NEW! Let's Do Lunch: Email Marketing with Constant Contact

Looking for strategies to enhance the marketing of your business or other venture? Check out this brief introduction to "Constant Contact" an excellent email marketing tool.

Falls City Chamber Members: Email Amber, Falls City Chamber Director, at DirectorCCMS@sentco.net and take this class at a reduced cost.

Keyword: Lunch

April 14 LIVE Online, Zoom	W	Noon-1 p.m. AREA-6665-TCSG	\$10
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NEW! Let's Do Lunch: Small Business Online Marketing Strategies

Learn a few tips and tricks to get your business noticed virtually.

Falls City Chamber Members: Email Amber, Falls City Chamber Director, at DirectorCCMS@sentco.net and take this class at a reduced cost.

Keyword: Lunch

May 12 LIVE Online, Zoom	W	Noon-1 p.m. AREA-6665-TCSH	\$10
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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/sccceonlinecourses>.

For more information, contact us at 800-828-0072 or continuing@southeast.edu

NEW! Let's Do Lunch: New Options in Social Media

You know about Facebook®, Twitter and Instagram, but what about these new platforms everyone is talking about, Parlar, MeWe and others. We'll discuss the options and functions of new platforms.



Falls City Chamber Members: Email Amber, Falls City Chamber Director, at DirectorCCMS@sentco.net and take this class at a reduced cost.

Keyword: Lunch

June 2 LIVE Online, Zoom	W	Noon-1 p.m. AREA-6665-TCUA	\$10
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NEW! Let's Do Lunch: Learn about Canva

Canva is becoming the hottest, easiest way to get your message out there, whether it's on Facebook or other marketing online. You can do it with Canva!



Falls City Chamber Members: Email Amber, Falls City Chamber Director, at DirectorCCMS@sentco.net and take this class at a reduced cost.

Keyword: Lunch

June 16 LIVE Online, Zoom	W	Noon-1 p.m. AREA-6665-TCUB	\$10
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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

March 8 LIVE Online, Zoom	M	6-9 p.m. AREA-6743-TCSA	\$39
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<http://bit.ly/SCC-UGotClass>

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.



We're Keeping You Safe
For COVID-19 updates, visit
www.southeast.edu/covid-19

Check out all classes offered at www.southeast.edu/continuing
Find us on Facebook® at www.facebook.com/SCCNebCE



REGISTER ONLINE

You must have an email account to register online.

- Go to <http://bit.ly/RegisterCE>
- 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*
- Select the course** for which you wish to register. Click **Submit**.
- Enter your **personal information, certify your identification** and click **Submit**.
* You must provide your Social Security Number.
- Optional:** Enter your **Additional Registration Information** and click **Submit**.

- If you want to register for additional classes, select **Search for more classes** under "Choose one of the following." If you are finished selecting the class(es) for which you want to register, select **Register now (check out)**. Select your **Payment Type**. Click **Submit**.
- Enter your **payment information**. Click **Submit**.

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.

* 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

Today's Date

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

PLEASE PRINT

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	<input type="checkbox"/> Home <input type="checkbox"/> Business Phone		
I identify as: <input type="checkbox"/> Male <input type="checkbox"/> Female	<input type="checkbox"/> Nebraska Resident <input type="checkbox"/> Non-Resident	Ethnicity (select one): <input type="checkbox"/> Hispanic or Latino		<input type="checkbox"/> Not Hispanic or Latino	Race (Select one or more): <input type="checkbox"/> White <input type="checkbox"/> Asian <input type="checkbox"/> Native Hawaiian/Other Pacific Islander <input type="checkbox"/> American Indian/Alaska Native <input type="checkbox"/> Black/African-American	

COURSE NUMBER	TITLE	START DATE	COST
-	-	-	\$
-	-	-	\$
-	-	-	\$
-	-	-	\$

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 email 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	()
TOTAL DUE	

FOR OFFICE USE ONLY
ID# _____
DE _____

Submission of this form indicates that I understand: 1) that my registration is complete and that I am accountable for the tuition and fees and subject to a grade in the courses listed; 2) that should I officially drop, cancel, or withdraw, any refund in tuition will be determined by the date I submit my request to Continuing Education; 3) that failure to attend a course does not constitute an official drop/withdrawal; 4) the personal information contained herein is correct as shown; and 5) any changes in SSN, legal name, address, residency, etc. must follow the College procedures in the Student Handbook and College Catalog. It is the policy of SCC to provide equal opportunity and nondiscrimination in all admission, attendance, and employment matters to all persons without regard to race, color, religion, sex, age, marital status, national origin, ethnicity, veteran status, sexual orientation, disability, or other factors prohibited by law or College policy. Inquiries concerning the application of SCC's policies on equal opportunity and nondiscrimination should be directed to the Vice President for Access/Equity/Diversity, SCC Area Office, 301 S. 68th St. Place, Lincoln, NE 68510, or jsoto@southeast.edu.

301 S. 68th St. Place, Lincoln, NE 68510
402-437-2700 • 800-828-0072 • FAX 402-437-2703
www.southeast.edu/continuing

