

## Social Media for Business

Spring 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 9	T	1-4 p.m.	\$59
Falls City, FCLC, Main	Siefkes	BSAD-6499-FCSA	
March 25	Th	1-4 p.m.	\$59
LIVE Online, Zoom	Siefkes	BSAD-6499-TCSC	
April 13	T	1-4 p.m.	\$59
LIVE Online, Zoom	Siefkes	BSAD-6499-TCSD	

### 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	W	Noon-1 p.m.	\$10
LIVE Online, Zoom		AREA-6665-TCSG	

### 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	W	Noon-1 p.m.	\$10
LIVE Online, Zoom		AREA-6665-TCSH	



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/scceonlinecourses>.

### 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	W	Noon-1 p.m.	\$10
LIVE Online, Zoom		AREA-6665-TCUA	

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

### 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	M	6-9 p.m.	\$39
LIVE Online, Zoom	Roush	AREA-6743-TCSA	



<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.

#### Location Key

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

For more information, contact **Holly Carr** at 800-828-0072, ext. 3396, or [hcarr@southeast.edu](mailto:hcarr@southeast.edu)

Check out all classes offered at [www.southeast.edu/FallsCityLC](http://www.southeast.edu/FallsCityLC)  
Find us on Facebook at [www.facebook.com/SCCLearningCenteratFallsCity](http://www.facebook.com/SCCLearningCenteratFallsCity)



# 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](http://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](mailto:jsoto@southeast.edu).

301 S. 68th St. Place, Lincoln, NE 68510  
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[www.southeast.edu/continuing](http://www.southeast.edu/continuing)

