

## Social Media for Business

Winter 2022



### Grow Your Business with Social Media Marketing

This workshop is designed to give small businesses and non-profit organizations some simple ideas for growing their customer, prospect or member network by using email and social media marketing. We will discuss content to use in your campaigns; how to get more action to your messages and offers; why you should use images and why your content should be mobile-friendly. You will leave with a workbook full of ideas. This is a great workshop for beginners in online marketing looking to accomplish more in less time, with a small budget.

**Keyword: Media**

March 1	T	6-9 p.m.	\$19
Hebron, HNLC, 101	Stateline Media	AREA-4101-HNSA	

#### Location Key

Hebron, HNLC.....Learning Center at Hebron, 610 Jefferson Ave.



[www.ed2go.com/scce](http://www.ed2go.com/scce)

#### BROWSE COURSES IN

**Accounting and Finance**  
**Business**  
**College Readiness**  
**Computer Applications**  
**Design and Composition**  
**Health Care and Medical**

**Language and Arts**  
**Law and Legal**  
**Personal Development**  
**Teaching and Education**  
**Technology**  
**Writing and Publishing**

### Strengths at Work: LinkedIn Lunch Workshops

It's no secret that LinkedIn is the top professional social networking site with 174 million users in the U.S. Expand your career opportunities by establishing your professional online presence using LinkedIn. This virtual workshop series will show you how to create a marketable profile to increase your professional network and get you noticed!



**Keyword: LinkedIn**

Jan. 13-27	Th	Noon-1 p.m.	\$69
LIVE Online, Zoom	Madsen		
Registration Deadline: Jan. 6		BSAD-7234-TCSA	

### Online Marketing Strategies

Online marketing is a must in today's business climate. Learn best practices and get your specific questions answered about websites, email and social media.



**Keyword: Marketing**

Feb. 16	W	9 a.m.-Noon	\$59
LIVE Online, Zoom	Siefkes	BSAD-7320-TCSNA	

### 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 about podcasting. 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.



**Keyword: Podcasting**

Feb. 16	W	6-9 p.m.	\$39
LIVE Online, Zoom	Roush	AREA-1405-TCSYA	

### LDL: Basic Zoom

Find out more about all the fun things you can do with Zoom!



**Keyword: Zoom**

Feb. 24	Th	Noon-1 p.m.	\$10
LIVE Online, Zoom		AREA-6665-TCSFB	



These classes are delivered live via Zoom, not prerecorded videos. This allows you, the student, to participate from the comfort of your home. 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>.

**Want to take a class that is listed as "LIVE Online, Zoom" but don't have a way to view the class or are having connection issues?** Contact your Learning Center to see if other options are available.

For more information, contact **Crystal Fangmeier** at 800-828-0072, ext. 5591, or [cfangmeier@southeast.edu](mailto:cfangmeier@southeast.edu)

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

# 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**. **Print** this page 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"/> X (Gender variant/Non-binary)		<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	( )
<b>TOTAL DUE</b>	

<b>FOR OFFICE USE ONLY</b>
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).