

Great Blue Media
FOR IMMEDIATE RELEASE
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Social Media Boot Camp being offered by expert, Mindie Burgoyne
All-day, hands-on training on how to grow a business or brand using social media - July 20, 2010, Easton, MD



EASTON, MD (July 7) – Mindie Burgoyne will offer an all-day session on how to use social media platforms – specifically **Facebook, LinkedIn, Twitter** and **Blogging** – to grow a business, brand or organization. The focus will be developing a huge network, word of mouth advertising and techniques for making all the platforms work together in a time frame that busy business people can work with.

DATE: Tuesday, July 20, 2010 **PLACE:** Comfort Inn, 8523 Ocean

Gateway, Easton

TIME: Session I (Facebook & LinkedIn) 8:30 – noon | Session II (Twitter & blogging) 1-4pm

COST: \$49 for one session or \$75 for all day (includes lunch)

“Social Media Networks such as Facebook and LinkedIn are being widely used to expand and grow small businesses. Worldwide usage in these two networks is up 600% from one year ago, and every business wants to be on board” states Burgoyne. “The problem is that if you don’t use social media correctly, you can actually harm your success, having people hide, block or defriend you - or worse - give poor word of mouth advertising.” Burgoyne believes that those who use social media the same way they use advertising are working against themselves. “Advertising has its place, and networking has its place. Getting exponential results from using social media comes with using it as a networking tool.” She’s also opposes paying third party vendors to perform social media tasks. “Paying some outside your organization to do your Facebook and Twitter tasks is like asking someone to attend a chamber mixer with a bag over her head with your picture pasted where the face should be. It’s phony, sterile, and I don’t believe it provides worthwhile results.”

Mindie Burgoyne has a proven track record for working these networks. She works full time for the Maryland Department of Business and Economic Development, and also freelances as a writer. In a little over a year she’s attracted nearly 7000 people to her Facebook pages, 3000 Twitter followers and thousands of visitors to her blog sites each day. She attributes the fact that she has been booked for over 50 speaking engagements in the last nine months, and had her book, *Haunted Eastern Shore: Ghostly Tales from East of the Chesapeake* (History Press) sell

out its first printing in five weeks to her use of social media. Doing these training sessions is not new to her. Mindie Burgoyne has been asked to present on business uses for Social Media by Chesapeake, Allegany and Carroll Community Colleges, the Maryland Economic Development Assoc. (MEDA), the Chambers of Caroline, Queen Anne's, Dorchester, and Talbot Counties, the Economic Development offices of Cambridge, Queen Anne's, Somerset and Worcester Counties, the Kent County (DE) CVB, Eastern Shore Writers Assoc., Maryland Writers Assoc., Shore Leadership, Small Business Development Centers of MD, the Eastern Shore Business Leaders Network, and the Societies for Human Resource Management (SHRM) of the Upper and Lower Shores, and the Electric Cooperative of MD, DE and VA.

NEW E-BOOK Release: Those who have been trained by Burgoyne have been asking for printed material covering her training topics. She is currently finishing up a series of three e-books that will cover her Viral Networking practices including all material presented in the Social Media Boot Camp. **Those that attend both sessions will receive all three e-books FREE upon their release in late August.**

Burgoyne assures, *“Those attending the Social Media Boot Camp - Writers, HR professionals, media people, government employees, business owners – all will leave with information they can put to use right away. The hands-on approach of the boot camp will create a three dimensional learning process that allows for immediate application.”*

Complete Itinerary and more information can be found at <http://www.writingthevision.com/vn-bootcamp.htm>

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~ Our aspirations are our possibilities. -Robert Browning