



International Association of Administrative Professionals®

Jacksonville-Onslow-Lejeune Chapter

Chartered in 2004

October Chapter Meeting

Thursday, October 13, 2011 at 5:45 p.m.

Networking 5:30 p.m.

Marine Federal Credit Union

4180 Western Blvd., Extension, Jacksonville, NC

(Note: Please use rear entrance)

Program: Corporate Social Media 101

Presenter: Kim Oliver, Marketing Director for Marine Corps Community Services

With all the changes in technology, social media has become an important new marketing tool. As more and more companies are taking on the challenge of social media sound guidelines and practices have emerged. If your company is considering social media or may currently have a Facebook page you will not want to miss this presentation.

You will learn not only about the 'Pitfalls' and 'Dos & Don'ts' of social media but how to 'Further Your Brand Name', 'Happy Accidents' and 'Trolls – should you feed them.' Her group has helped put together the guidelines for the Camp Lejeune MCCS Social Media policy. Mrs. Oliver will be sharing her insight from the many trials and lessons learned about social media at the next Jacksonville-Onslow-Lejeune Chapter meeting.

For more information contact Deb Forney, CPS, Program Chairman at (910) 934-4920 or visit our website at www.iaap-jol.org. Chapter meetings are open to all Office/Administrative Professionals. Please share this information with others in your organization.

Do you want a career and not just a job? Would you like to market yourself and your skills and become certified? Do you need continuing education to stay abreast of the current trends....consider joining IAAP and the JOL Chapter!! Meetings are held the 2nd Thursday each month.