



NEWS RELEASE

CITY OF STAMFORD, CONNECTICUT

Michael A. Pavia, Mayor

For Immediate Release

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Mayor Michael A. Pavia's

Small Business Advantage Series Continues with focus on Social Media

Following the successful launch of the series on May 18th Mayor Michael A. Pavia is pleased to announce the 2nd installment of his *Small Business Advantage* series of information workshop sessions targeted to address the most important needs of small businesses. The second workshop, *Facebook, LinkedIn and Twitter – How to Choose, How to Use Social Media in Promoting Your Business* will focus on the increasingly important role of social media in business. The series is the first initiative from a task force set up by Mayor Pavia to address the issues facing small businesses.

“The use of social media is at the top of any company’s planning, regardless of size. Social media has done more to level the playing field for small business as they develop their marketing plans. This workshop will bring together experts in three of the most widely used social media forums. I encourage those local small business owners to attend this workshop as I regard them as a key part of the Stamford economy in the role they play in the creation of so many jobs over the years” said Mayor Pavia.

The three panelists are:

Gillian R. Doucette – Interactive Manager, Hearst Media Services - *Twitter*

Marc W. Halpert – Managing Partner, Your Best Interest LLC – *LinkedIn*

TJ White – Director of Sales & Training, Hearst Media Services CT – *Facebook*

This event and the subsequent three workshops are free and open to the public. They will be held at the Stamford High School auditorium beginning 5:30 PM with networking and light refreshments followed by the program at 6:15-8:00 PM.

The three remaining workshops to be held in the fall are will focus on additional issues and challenges faced by small business owners:

September 14th – High Impact Marketing: Capitalize on the Holiday Season and Beyond;

October 12th - Business Plans – the Critical and Mandatory First Step: A Crash Course;

November 16th – Money, Money, Money – Who Has it and How To Get It;

Participants are asked to sign up on the City of Stamford's website:
www.ci.stamford.ct.us.

Small Business Advantage series is made possible through the support of: Law Offices of Francis J. Browne, Community Economic Development Fund, First County Bank, Stamford Bank & Trust, Stamford First Bank, Tasik Financial Strategies, and Women's Business Development Council.



Mayor Michael Pavia addressing the audience at the first Small Business Workshop, May 18, 2011