

MASTER SOCIAL MEDIA FOR YOUR BUSINESS

Attend one of our **FREE** webinars.

Not only are your customers on Facebook, but they're using the site to connect with businesses. Without proper management of your page, you could be losing potential leads or your valued customers.

Take advantage of two webinars designed to help companies in the oil heat industry find social media success.

On behalf of the **Upstate New York Energy Association** and **NORA**, this training opportunity is offered **FREE OF CHARGE!**

Studies show that **74%** of consumers rely on social networks to guide their purchase decisions.

Share this flyer with your employees to help grow your social media presence and promote the oil heat industry through employee advocacy.

FOR OWNERS, MANAGERS, AND PAGE MANAGERS:

In the Page Management Webinars, participants will learn...

- How to create and set up a page
- What types of content to post and when to post to increase potential reach and engagement
- The importance of regular page management
- How to use Facebook's advertising services to expand reach, grow your page following
- and More!

SESSION DATES:

Wednesday, May 31st 10:00am-11:30am

Tuesday, June 20th 10:00am-11:30am

Wednesday, July 26th 10:00am-11:30am

Annual UNYEA/ESEA Convention LIVE Seminar
Monday, August 28th, Harbor Hotel, Watkins Glen, NY

FOR EVERYONE:

In the Employee Profile Webinars, participants will learn...

- How to like and engage with your company's page to promote the company and the oil heat industry
- How to share company and industry-related content on the page with your social network
- What type of content you can contribute to the company page

SESSION DATES:

Wednesday, May 31st 3:00pm-4:00pm

Tuesday, June 20th 3:00pm-4:00pm

Wednesday, July 26th 3:00pm-4:00pm

Wednesday, September 6th 3:00pm-4:00pm

All attendee information is confidential and your identity will remain hidden during the webinar.

Choose the session and date that you would like to participate in and
register at socialmediaforenergy.com/upstateny-oil



Sponsored by the National Oilheat Research Alliance