

Windsor Media Enterprise to Conduct Seminar to Help Businesses and Organizations Better Understand Social Media

ROCHESTER, N.Y. (April 8, 2009) – On April 23rd, Windsor Media Enterprises will be offering a half-day seminar to area business and non-profit professionals to help them better understand the many online networking tools organizations are using today. Titled “Demystifying Social Media,” the seminar will focus on explaining what the various Social Media tools are, and how they are being used.

“Thousands of businesses and non-profits have begun using business blogs and other online networking tools to enhance the way they communicate and interact with their markets. And thousands more are considering it,” says WME President Yvonne Divita. “Many people, however, who want to take advantage of these tools are not exactly sure where or how to start, or how to determine which tools may be their best options. Our seminar is designed to answer these questions.”

Specifically, the seminar will focus on showing and explaining what business blogs, Twitter, LinkedIn, Facebook, and YouTube look like, and what each of them do. There will be a session that discusses both the truths and myths that are prevalent about social media and will address a number of misconceptions that exist today. Another session will give attendees an up-close and inside look at a successful business blog. Attendees will also learn how to evaluate Social Media from a “return on investment” perspective.

The seminar will be held at the Lennox Tech Enterprise Center, 150 Lucius Gordon Drive, in West Henrietta, NY from 8 a.m. to 12 p.m. The registration fee is \$69.95. Because the audience size is limited, those interested in attending are ask to call Windsor Media Enterprises at (585) 427-7596 to reserve their space.

About Windsor Media Enterprises, LLC:

Windsor Media Enterprises, LLC (WME) was founded by Yvonne DiVita in 2004 as a new media publishing company. WME specializes in social media services and Publishing 3.0 – from print to digital, in all formats. Located in Rochester, NY, WME works with small to mid-sized businesses, organizations, and solopreneurs interested in tapping into social media and Publishing 3.0 to gain a competitive advantage in today's rapidly changing digital world.