

Missouri Alliance for Home Care presents...

Essentials of Social Media: A Quick Start for Busy Professionals

featuring
Jason Mulholland



Wednesday, February 1, 2012 • 9:00 a.m. to 10:30 a.m. (CDT)

Get ready to learn! Jason will provide essential social media tips to get your agency up and going quickly. You will learn to identify which social media platforms to integrate into your overall marketing plan and how to use your email list to its full potential. Jason will identify ways to market your email and other social media platforms and what social media monitoring tools are available in today's market. Tips will be provided to help your agency develop a plan to minimize the risks associated with social media.

About the speaker: Jason Mulholland, Recruiter and Scheduler, Metropolitan Health Staffing Network, has over 10 years experience working closely with healthcare professionals. Over the past year, Metropolitan Health Staffing Network has incorporated Email and Ezine, LinkedIn, Facebook, Twitter, YouTube and Blogs. Jason has been responsible for adopting and implementing these tools effectively, efficiently, and successfully.

Continuing Education: MO Alliance for Home Care is an approved provider of continuing nursing education by the MO Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

Participants will earn a maximum of 1.5 nursing contact hours for this teleconference.

Registration Form: Confirmation and dial-in instructions will be sent to you prior to the conference.

Company _____

Participant _____

Address _____

City, State, Zip _____

Phone _____ Fax _____

Email _____

Mulholland-Social Media 2-1-12

Registration Fees:

\$149 1st connection

\$49 per connection for each additional site

Check box for free CD with
each paid registration.

_____ Primary Connection x \$149 = \$ _____

_____ Additional Connections x \$ 49 = \$ _____

TOTAL \$ _____

MAIL REGISTRATION AND PAYMENT TO:



Missouri Alliance for HOME CARE

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Phone: (573) 634-7772 Fax: (573) 634-4374

Cancellation Policy – Cancellations received by 5:00 p.m. Central Time on the day prior to the teleconference receive a 90% refund. No refunds granted for cancellations received on or after the conference date.