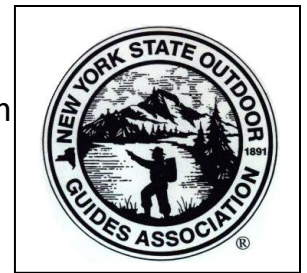




GOLE Program  
Guide and Outdoor Leadership Education Program  
New York State Outdoor Guides Association



**New York State Outdoor Guides Association (NYSOGA) to sponsor  
Guide and Outdoor Leader Education (GOLE) Program on June 4, 2011;  
to feature Facebook, Social Media**

Social Media is one of the fastest growing areas of digital marketing. In fact 71.2% of internet users in the United States use FaceBook. Using social media effectively to provide customers with a platform for sharing experiences is critical as word-of-mouth marketing continues to be a key influencer in tourism-related decisions. This course will focus on tools necessary to start and improve your Guide Business's social media presence. Participants will leave with a FaceBook page for their business and an understanding of how to maintain their page effectively.

**Saturday, June 4, 2011  
10:00am – 3:00pm, with a 1-hour break for lunch  
Adirondack Business Center, 141 River Street, Saranac Lake, NY**

**Instructor:** Erin Draper, Associate Director, Center for Entrepreneurship, Clarkson University.

**Objective:** Participants will learn how to: use social media for business; separate business from personal pages; manage feedback (positive and negative); and promote their business page. Participants will also create, navigate and edit their own FaceBook page for their business.

**Requirements:** Participants must have a valid email address and know how to access their email account before class starts. Websites such as [www.yahoo.com](http://www.yahoo.com), [www.google.com](http://www.google.com), [www.hotmail.com](http://www.hotmail.com), etc. offer free email addresses; many internet service providers and web hosting companies also offer free email addresses. If you need assistance with this, please contact the Adirondack Business Center.

**To Register: Call Sonny Young at 518-359-8194 to register.** Space is limited and will be offered on a first-come, first-served basis. The cost, including lunch, is \$75 for NYSOGA members and \$89 for non-members and is due upon registration; check, money order or credit cards are accepted

**Please Bring:**

1. Photos of you, your business, your customers, beautiful locations you guide in, etc. to post on your page (digital preferred; scanning is available at the Business Center for a small fee, please inquire prior to class);
2. An interesting fact, article, quote, etc that is relevant to your customers;
3. A laptop, if available; a limited number of computers will be available on site.



**Hosted by the Center for Entrepreneurship at Clarkson University**

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