I Tweeted, I Linked, I Connected

You may be limited to 140 characters, but Twitter provides endless opportunities for you to connect with current and potential members. Jonathan will discuss how to set up an account, the difference between tweeting and retweeting, how to use hashtags and so much more. He’ll also cover how to use LinkedIn to interact with fellow credit union professionals and even to aid in your recruitment efforts.

**Speaker: Jonathan Fuhrman** specializes in developing and executing marketing solutions that deliver measurable results for his clients. At CU Solutions Group, an affiliate of the Michigan Credit Union League, he delivered cutting edge social media strategies to credit unions. He also led the first social media efforts of the CU Difference Campaign, winning an Award of Excellence from the International Association of Business Communicators and Bronze Award from the Marketing Association of Credit Unions. He currently serves as a Senior Marketing Communication Specialist at Health Alliance Plan. Jonathan holds a bachelor’s in marketing from the University of Michigan and master’s in integrated marketing communications from Eastern Michigan University.

**WHEN:** June 19, 2014

**TIME:** 11:00 a.m. – 12:00 p.m. EST

**Educational Investment:** $199 per telephone connection.

*Unlimited Listeners and Free Audio Archive available for 60 days after the session.*

Cancellation: Refunds will be issued, less a $50 administration fee, up until the handouts and access information are emailed.

*If you have not received your handout materials 3 days prior to session, contact the Education Department.*

For more info... call us at 800-572-7359 or 423-899-2425 x 1209 or 1208; FAX: 423-899-8726

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