

**FOR IMMEDIATE RELEASE**

**TO: Local Media Contacts**  
**FROM: Sunrise County Economic Council**  
**DATE: June 17, 2011**  
**RE: Economic Council to Offer Social Media Workshop**

---

The Sunrise County Economic Council (SCEC) and Northern Maine Development Commission (NMDC) will be holding a social media workshop titled “How Can Social Networking Help Enhance My Business?” on June 29 from 9AM – 12PM at five locations around Aroostook and Washington counties. Participants in Calais, Caribou, Fort Kent, Houlton and Machias will be able to communicate and interact with the workshop’s presenter via Polycom web conferencing technology located at each of the designated sites.

“A large number of small businesses are promoting their brands on Facebook, Twitter, and other social media markets,” Leslie Jackson said Leslie Jackson of NMDC. “Social networking can make getting more people involved easier. This three hour workshop will provide you with the most effective tools to incorporate social media into your marketing campaign.”

SCEC Assistant Director Jennifer Peters who has been working on the social media workshop as part of a collaborative with the Maine Woods Consortium’s Tourism Training Initiative, said that for many businesses in Aroostook and Washington counties, time away from the business discourages participation in professional development workshops.

“A lot of times businesses can’t attend workshops because they have to take a day and drive to Bangor, Augusta, or Portland just to participate,” said Peters. “Polycom technology cuts out all that travel time, and makes the offering far more affordable for businesspeople in rural Maine.”

The workshops will be located at the Machias Telebusiness Center on Stackpole Road in Machias, NMDC’s Caribou and Fort Kent offices, the Houlton Higher Education Center, and the Washington County Community College in Calais. Due to space limitations, pre-registration is required. Cost for the workshop, including materials, is \$10 per person.

To RSVP or for more information, contact SCEC Communications Manager Will Tuell at 255-0983 x 10 or by email at [wtuell@sunrisecounty.org](mailto:wtuell@sunrisecounty.org). Registration can also be mailed to SCEC at PO Box 679 in Machias.

###