



*Roxanne Darling*

A popular speaker in the tech and business communities, including BlogHer Business, Blogworld Expo, and PRSA, Roxanne has also been named #24 of the 50 Most Influential Women in Social Media. She is the founder of the Hawaii Chapter of the Social Media Club and was also the producer of Podcamp Hawaii, which attracted over 400 people. She has a "gift for both grounding and lifting you at the same time."

Co-owner of Bare Feet Studios, she has been working on the web since 1995; she is one of the original video podcasters and the star of the award-winning internet TV show, Beach Walks with Rox, which currently has over 700 episodes.

**Date:** Wednesday, August 26th

**Time:** 6:00 - 9:00 pm

**Location:** Bloomfield Hills, MI

**Max:** 10 participants

**Fee:** \$59; online payment

## GETTING STARTED ON THE SOCIAL WEB

Blogs have been around for almost 10 years; Twitter for three. Yet it has only been in the past few months that these "social web" tools have exploded into mainstream mindshare. Instead of thinking you are too late, why not let me show you how to get started, what key mistakes to avoid, and help you lay a strong foundation to get the most benefit out of your time?

### IN THIS THREE HOUR SESSION, YOU WILL:

- ◆ Understand how conversation and interaction are changing everything from brand management, to customer relationships, and search results;
- ◆ Learn how to create your personal and business online identity, including how to find out what names are available on numerous social networks;
- ◆ Discover the power of blog software, and why you will never want a "regular" web site ever again;
- ◆ Get a behind-the-scenes tour of Twitter and how to spend less time and get more results.



### CLIENT COMMENTS

*I was highly impressed with your presentation and felt that it not only had value for my business, but also for my mind, body and soul. **Justin Kaiser**, Justin Kaiser & Associates*

*First to let you know that you were a HUGE hit at the Board of Directors meeting! Folks loved your presentation, loved your energy... I suspect simply fell in love with you. **Cate Baril**, Brand Manager*

*You are my new internet guru. That was a great class and I love what we can now create - thanks to your class. You have saved me hundreds of hours on my summer projects!*

**Kari Nettel**, Marketing & PR Professional

### CONNECT WITH ROXANNE HERE: 808-384-5554

[www.barefeetstudios.com](http://www.barefeetstudios.com)

[www.beachwalks.tv](http://www.beachwalks.tv)

[www.knowhowcafe.com](http://www.knowhowcafe.com)

[@roxannedarling](https://twitter.com/roxannedarling)

Her personal blog: [www.inthetransition.com](http://www.inthetransition.com)