

## **Webcast on Social Media: Reaching the Connected Customer and End User**

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### **Moderator:**

Charlene Blohm, President, C. Blohm & Associates, Inc.

### **Presenters:**

- Sandra Fivecoat, Founder and CEO, WeAreTeachers.com, LLC
- Robert Iskander, Founder and CEO, VIP Tone, Inc.
- Lisa Schmucki, Founder and CEO, edWeb.net

Today's social media technology enables users to form and join communities of common interest to learn and share information. As a prelude to the Social Media seminar at SIIA's upcoming Ed Tech Business Forum, this webcast provided information on different social media technologies and their uses in education. Participants heard how companies can leverage these sites to learn more about their customers including tips and tactics for using social media to build their brand and promote their business to target customers.

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