



New project offers free social media training for small businesses

Small businesses in the area have an opportunity to learn how to market themselves and provide customer service via social media through a new project at the Yarmouth library.

The project, Social Media Development and Support for Businesses, is a partnership of Southwest Community Access Society, Western Counties Regional Library and the Community Businesses Development Corporation (CBDC) Yarmouth. It is a free service provided by project intern Erin Mohle through Wednesday, April 4.

“I’m going to be contacting businesses and seeing what kind of interest there is,” says Mohle.

She will be working with the CBDC Yarmouth to help her connect with area small businesses. She will also be going door-to-door to and phoning area businesses to find out if they are interested in using social media.

Using social media such as Facebook, Twitter and LinkedIn provides businesses with an effective way to promote their services and products, reach new clients and provide customers with another means to interact with their business, she says.

“The end goal is to get business that aren’t there (on Facebook, LinkedIn or Twitter), to get involved in social media,” says Mohle.

For information on the project call the Gates Computer Lab at Yarmouth library at 742-5040 option 2 or e-mail cap.socialmediaintern@gmail.com. The library is located at 405 Main St. in Yarmouth.



Community Access Program intern Erin Mohle will be visiting small businesses in the area to demonstrate how they can use social media to reach potential customers.