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**FOR IMMEDIATE RELEASE**

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**BCC ACADEMIC CENTER FOR ENTREPRENEURSHIP TO HOST SOCIAL MEDIA BOOT CAMP SERIES BEGINNING NOVEMBER 8, 2017**

The Academic Center for Entrepreneurship at Bristol Community College will host a 4-week social media boot camp workshop series beginning on November 8, 2017, from 6-8 p.m., in room K121, in the Stoico Business Technology Building (K-Building), on the BCC Fall River campus, 777 Elsbree Street.

The series will utilize the college's multi-media lab with instructors who are experts in the field of social media. The cost for the 4-week workshop series is \$99 per person. Participants can register for the workshop series online by visiting <http://surveys.bristolcc.edu/s3/Social-Media-Boot-Camp>.

**Week 1: Google Analytics**

Wednesday, November 8, 6-8 p.m.

This session will help you to understand your customers' internet patterns, where and how they are searching, and provide insight as to how you can capture more of their attention.

**Week 2: Facebook and Media Content**

Wednesday, November 15, 6-8 p.m.

Week 2 provides you with a better understanding on how to use Facebook and video content to create a story for your brand that will increase engagement and grow followers.

**Week 3: Twitter**

Wednesday, November 29, 6-8 p.m.

Proven tips to boost brand awareness, best times to tweet, value in retweets, optimum use

of list function, and interaction with your audience

**Week 4: Measuring Your Success**

Wednesday, December 6, 6-8 p.m.

Impressions of site traffic, Twitter analytics, Crowdbooster, Facebook Insights, Instagram business tools, Viralheat, lead and revenue generation

For more information, please contact Ann Gordon by calling 774.357.2695 or email [Ann.Gordon@BristolCC.edu](mailto:Ann.Gordon@BristolCC.edu).

***About Bristol Community College** Bristol Community College is a leading resource for education and workforce development in Southeastern Massachusetts. BCC has locations in Fall River, Attleboro, New Bedford, and Taunton, along with flexible online offerings that lead to an associate degree, a career-ready certificate, or the ability to seamlessly transfer to baccalaureate colleges throughout the state and country.*

*The College's Center for Workforce and Community Education provides customized training for businesses and the community including healthcare, workforce and sustainable initiatives, corporate services, and Kids College.*

*The BCC Foundation, a non-profit organization utilizing community donations and partnerships, supports the College's mission to meet the lifelong educational needs of the community. For more information, visit <http://www.bristolcc.edu/aboutbcc/>*