



Social Media - What Every Business Needs to Know

Using social media as a marketing tool is all the rage, but what do you need to know to use it safely in your business? This program will help you better understand some of the risks associated with social media sites like Facebook, Twitter, LinkedIn and others.

Attendees will get an overview of:

- How social media affects corporate security
- How to handle trade secrets as it pertains to social media sites
- The pros and cons of using social media sites for brand identity
- How social media affects customer relations

Before your company takes the social media plunge, learn the questions you need to ask to protect your organization.

This program will be presented by Angie Singer Keating, CISA, CIPP, CISM, co-founder of Reclamere, Inc., a security focused I.T. asset management, data recovery and computer forensics company servicing Fortune 1000 as well as small and medium accounts. As Vice President of Compliance & Security for Reclamere, Keating is responsible for all security, legal and regulatory compliance aspects of the business.

Date: March 24, 2010
Time: Registration 8:15 a.m.; Program 8:30-11:00 a.m.
Cost: \$35.00
Location: Room 157, 200 Innovation Blvd.

➔ Yes! Sign Me Up For CBICC's Chamber University
RSVP BY March 19, 2010.

Company _____

Phone _____

Name(s)

1. _____ 2. _____

3. _____ 4. _____

To register, call (814) 234-1829, fax this form to (814) 234-5869 or email events@cbicc.org.

Cancellations must be made at least 24 hours in advance.

SPONSORED BY THESE EDUCATIONAL PARTNERS:

MCQUAIDE BLASKO
ATTORNEYS AT LAW


Nestlerode & Loy LLC
investment advisors
Research-based Solutions • Personal Attention


ParenteBeard
CONFIDENCE THROUGH CLARITY