

NEWS RELEASE



*Where the Sun Rises
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HAYWOOD COUNTY TOURISM DEVELOPMENT AUTHORITY

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HAYWOOD COUNTY TDA TO HOST EDUCATIONAL SEMINAR ON SOCIAL MEDIA

Two Experts Scheduled to Share Insights, Ideas at Colonial Theater on May 12

HAYWOOD COUNTY, N.C. (APRIL 24, 2009)—The Haywood County Tourism Development Authority is offering a free educational seminar, open to the any interested parties, on the topic of social media at 10 a.m. on Tuesday, May 12, at the Colonial Theater in Canton.

The goal of the two-hour session is to help those involved in Haywood County businesses—including accommodations, attractions, restaurants, and retail shops—learn more about the importance of establishing a presence on various social media sites and the benefits that can result from doing so, along with some of the practical basics of using these sites, which include Facebook, MySpace and Twitter.

The seminar, which is free to attend, will feature two experts: Sherida Buchanan, online relations manager at the Asheville Chamber of Commerce, and David Jacobs, vice president of interactive media at the Tombras Group. Time will be reserved for a question-and-answer session at the end of the seminar.

Earlier in the year, the Haywood County Tourism Development Authority entered the world of social media by launching sites on Facebook, MySpace and Twitter. Now, the Haywood County TDA not only wants to encourage other businesses and organizations in the county to do the same (and reap the potential benefits) but also provide relevant information that will help them get started.

Please RSVP by May 8 by e-mailing info@smokeymountains.net or by calling 828-452-0152.

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