



For Immediate Release  
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## **Eastern Iowa ECI to host “A Different Type of Social Media Policy” Seminar**

**Clinton, IA** – The Eastern Iowa Employers’ Council of Iowa will host a seminar to help employers develop a good social media policy. A Different Type of Social Media Policy will be held September 14<sup>th</sup>, 2011 from 8:30 – 10:30 am at the CCC Technology Center.

**A Different Type of Social Media Policy  
8:30 am – 10:30 am  
CCC Technology Center  
1951 Manufacturing Drive  
Clinton, IA 52732**

A good social media policy starts with a sound understanding of the risks to be addressed, but it doesn’t end there. George Blomgren will present a quick overview of a sound corporate policy: how to best develop one, what it should include, and the most common mistake businesses make. Blomgren will also share “next generation” social media policy ideas as well as the training and cultural issues that best create a foundation for effective corporate use of social media.

Learn the basics of sound corporate policy governing employee use of social media.

- What should a policy cover?
- Discover who should drive social media policy development.
- Discuss the recent National Labor Relations Board (NLRB) case settlement.
- Explore the fundamental mistake many businesses make in trying to mitigate the risks associated with social media.

George Blomgren leads MRA’s strategic use of database, web, and other online technologies. George has nearly 20 years of experience in marketing, technology, and web development, and focuses on strategically advancing organizational goals. Prior to joining MRA, Blomgren managed the advertising and marketing department of one of the country’s fastest growing networks of local employment web sites. He was responsible for web content, search engine optimization and strategic partnerships, as well as traditional advertising and marketing. George earned a bachelor’s degree from Beloit College, and pursued graduate studies in business at Cardinal Stritch University.

The cost to attend this seminar is \$25. To register, please call (563) 244-7100 or fax (563) 244-7053. Mail registrations can also be sent to: Eastern Iowa Community College District, Attn. Registration, 306 West River Dr., Davenport, IA 52801-1221.

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