

Metrics & Metrics Planning

The most important step to developing a social media strategy is to first determine how you will quantify success. Metrics and Metrics Planning are the two most critical steps to ensure that your social media plan is successful.

Instructor: Jesse Weinberger

Cost: \$169.00

Date: (MMP11): Wednesdays: 2/20, 2/27, 3/6, & 3/13 7pm-8pm

Location: CF High School - Room TBD

Blogging I

Have you thought about starting a blog, and you're not sure where to start? This three session class includes: Professional Blogging, Choosing Topics and Content, Platform and Setup, Building an Audience, and Blogging for Income

Instructor: Jesse Weinberger

Cost: \$119.00

Session 1 (BL11): Thursdays: 1/24, 1/31, & 2/7 7pm-8pm

Session 2 (BL12): Wednesdays: 3/6, 3/13, & 3/20 8pm-9pm

Location: CF High School - Room TBD

LinkedIn I

Having a LinkedIn account is now as critical to your career and business as having a business card. LinkedIn is used by millions of professionals from all over the world to: network, mine for sales leads, and search for jobs. This three session course covers: How to Use LinkedIn, Building Connections, Joining Groups, Sales and Jobs Research, Endorsements, and Corporate Pages

Instructor: Jesse Weinberger

Cost: \$119.00

Session 1 (LI11): Tuesdays: 1/29, 2/5, & 2/12 7pm-8pm

Session 2 (LI12): Tuesdays: 3/5, 3/12, & 3/19 8pm-9pm

Location: CF High School - Room TBD

YouTube I

YouTube has become one of the most popular search engines used in the world. If you're looking for the cute dog video everyone is talking about, it's probably on YouTube. But how do you use YouTube to promote your business or organization? This two session course includes: Video Streaming Basics, the Anatomy of YouTube, File Format Basics, Promotion and Exposure, Creating a Channel, and Building an Audience

Instructor: Jesse Weinberger

Cost: \$99.00

Session 1 (YT11): Thurs 2/21 & Tues 2/26 7pm-8pm

Session 2 (YT12): Tues 3/5 7pm-8pm & Thurs 3/7 8pm-9pm

Location: CF High School - Room TBD

Internet Safety for Parents

If you are not concerned about the safety of your children as they travel the web on a myriad of devices, then you should be. This 2 hour session includes: Crime statistics, Sexting, Sexual Predation, Cyberbullying, Email, Social Media, Photography, Videos, Skype, Online Gaming (including Xbox Live), Parenting Best Practices and much more.

Ideal for parents of children ages 4 through 15

Instructor: Jesse Weinberger

Cost: \$39.00

Session 1 (ISP1): Tuesday January 22nd 7pm-9pm

Session 2 (ISP2): Tuesday February 19th 7pm-9pm

Location: CF High School - Room TBD

3 Ways to Register



Register Online

Pay by credit card online

www.overnightgeek.com



Mail-in Registration

Pay by check

Use form in the back of this book



Phone-in Registration

Pay by credit card over the phone

Call CF Community Ed 440-247-5375

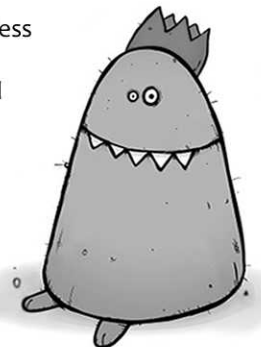
About the Instructor

Jesse Weinberger began OvernightGeek an embarrassingly long time ago...before the existence of the Internet!

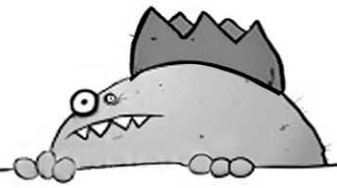
OvernightGeek has completed hundreds of web development, digital marketing, and social media strategy projects in the Cleveland area and beyond.

The OGRE Program has been developed to serve the countless requests for social media instruction from the Cleveland market.

For additional information, please visit www.OvernightGeek.com and follow the links to OGRE Certifications



Do you understand Social Media?



Social OGRE Certificate

Ideal Student

This beginning level certification is perfect for:

- * marketing professionals
- * sales professionals
- * small business owners
- * nonprofit staff involved in programming or development
- * volunteers in community organizations
- * job seekers who need to update skills

Social OGRE Courses

Required Courses

- * Social Media Basics (3 hours)
- * Blogging I (3 hours)
- * Metrics & Metrics Planning (4 hours)

Electives (choose 2)

- * Facebook I (4 hours)
- * Twitter I (4 hours)
- * LinkedIn I (3 hours)
- * YouTube I (2 hours)

* 15-18 total instruction hours
(depends on electives chosen)

* a certificate of completion will be presented at the end of the course

* a logo and badge will be provided for OGREs to use on websites and blogs

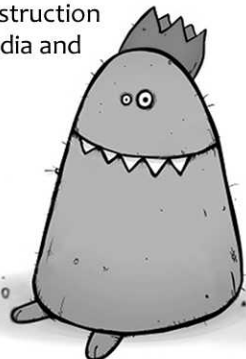
Coming in the Spring...

Social OGRE PRO

- * up to 66 hours of instruction
- * meant for social media and digital marketing professionals

Metrics OGRE

- * up to 30 hours of instruction
- * focused on metrics and analytics



Become an O.G.R.E *OvernightGeek Real Expert*

Marketing professionals, businesses, and nonprofit organizers are beginning to understand how important the appropriate use of social media has become to increasing exposure and revenue.

You can earn your "Social O.G.R.E." certificate by taking 5 total courses, or take just the courses of interest to you.

Social Media Basics

Begin at the beginning with this three session basic course which includes an overview of social media: impact on global society, review of Facebook for personal and business use, Twitter and the revolution of microblogging, LinkedIn for sales and job search, blogging and vlogging. **This course is a prerequisite for all other certification courses**

Instructor: Jesse Weinberger

Cost: \$119.00

Session 1 (SMB11): Weds: 1/23, 1/30, & 2/6 7pm-8pm

Session 2 (SMB12): Thurs: 3/7, 3/12, & 3/19 7pm-8pm

Location: CF High School - Room TBD

Facebook I

Facebook is much more than funny cat videos especially when utilized as a marketing tool for companies and organizations. This four session course includes: An Introduction to Facebook, Facebook Anatomy, Interacting with your Audience, Posting: Strategy, Maintenance, Resources, and Administration.

This course is a prerequisite for Facebook II

Instructor: Jesse Weinberger

Cost: \$139.00

Session 1 (FB11): Weds: 1/23, 1/30, 2/6 & 2/13 8pm-9pm

Session 2 (FB12): Wed 2/20, Thurs 2/21, Tues 2/26, & Wed 2/27 8pm-9pm

Location: CF High School - Room TBD

Twitter I

Twitter is an incredibly useful marketing tool to use which allows you to position yourself and your organization as an expert in a particular field. This four session course includes: An Introduction to Twitter, Twitter Content Counts, Timeline Development, Branding and Building a Following.

This course is a prerequisite for Twitter II

Instructor: Jesse Weinberger

Cost: \$139.00

Date: (TW11): Thursdays 1/24, 1/31, 2/7 from 8p-9p AND Wednesday 2/13 7pm-8pm

Location: CF High School - Room TBD