

**2011 Tallahassee MatchMaker  
Social Media for Business Workshop  
May 19, 2011**



**Social Media for Business:**

Now more than ever entrepreneurs and large corporations are harnessing the power of online social networks to reach consumers and grow their business. With an array of platforms – from Facebook, Twitter, Foursquare and YouTube – there are limitless channels for businesses and entrepreneurs to reach their target audience online. But with so many options, which social media network should you choose? During this Social Media for Business workshop, learn: • The most popular social media networks on the web, and emerging sites • How businesses are using these social media sites to reach customers and build brand ambassadors • Which social media networks may work best for your business • Tips and best practices from business achieving social media success.

Speaker: Heidi Otway, APR Director of PR & Social Media Salter Mitchell; Inc.  
<http://www.saltermitchell.com/>

**Brief Bio of Heidi Otway**

Heidi Otway, APR, Director of Public Relations & Social Media – Salter>Mitchell Heidi Otway, APR, is the Director of PR & Social Media at Salter>Mitchell, a Tallahassee-based communications and behavior change firm with offices in Orlando, Miami and Alexandria, Va. Heidi's experience includes research, strategy, and implementation of statewide and regional media and public relations campaigns using a full range of tactics, including paid media, earned media, social media, digital media and grassroots mobilization.

Heidi leads the statewide Florida KidCare Outreach campaign to increase the number of children enrolling in the state and federally-subsidized health insurance program, and has developed a strategic social media campaign for Blue Cross Blue Shield Louisiana.

She recently worked with the CDC Division of Violence Prevention to develop and launch a Facebook fan page for VetoViolence. Since its launch in December 2010, the VetoViolence Facebook page has attracted nearly 15,000 fans (as of this writing) and Heidi continues to work with the CDC to manage its content and multi-directional dialogue about violence prevention. Heidi is accredited in public relations by the Universal Accreditation Board.