PRINCETON ACM / IEEE-CS CHAPTERS
SEPTEMBER 2013 JOINT MEETING

Using Google Plus

Google+ is an ideal social media platform for small business owners. It has everything small business owners need to grow their business online for a minimal investment of time and resources.

The idea of using social media to grow business is something small business owners think about, but they usually don't have the time to do well. When your livelihood doesn't revolve around learning every little nuance of every social media network, it can quickly become overwhelming. After some experimenting and a little courage, many small businesses have found early success with Google+ – they find that it can easily fit into their day and their business. Google+ gives you a way to quickly get your small business noticed with minimal effort, time, budget, and technical ability.

This talk is co-sponsored by NJ CAMA (New Jersey Communications, Advertising & Marketing Association: **http://njcama.org**).

Lynette Young (http://lynetteyoung.com) is a Google+ marketing consultant, social media subject matter expert, and event speaker. She speaks and trains at a wide array of organizations including Fortune 500 firms, women's organizations, small business conferences, and private companies of all sizes. Lynette is author of the book *Google+ for Small Businesses*.

     Date: Thursday, September 19, 2013, **7:00 pm**. (**NOTE: EARLY START TIME**)
                (Refreshments and networking at 6:30 pm.)
     Place: Small Auditorium, Room CS 105
                Computer Science Building, Princeton University
     Information: Dennis Mancl (908) 582-7086
     On-line info: **http://PrincetonACM.acm.org**

All Princeton ACM / IEEE-CS meetings are open to the public. Students and their parents are welcome. There is no admission charge, and refreshments are served.