

Recorded Webinars



The staff of [Community Literacy of Ontario](#) delivered four webinars on social media marketing in January and February 2015 to literacy educators across Ontario.

These webinars showcased the helpful tools and resources developed as part of CLO's [Social Media Marketing project](#). Then, we explored in more depth two of the most popular social media marketing technologies: Facebook and Twitter.

We delivered “*Social Media Marketing: Taming Twitter*” on January 14 and 20, 2015. “*Social Media Marketing: Focus on Facebook*” was delivered on January 27 and February 4, 2015. Each of the four webinars were 75-minutes in length.

The recorded versions of these webinars are freely available here:



Social Media Marketing – Taming Twitter

<http://vimeo.com/117429637>

Social Media Marketing – Focus on Facebook

<http://vimeo.com/118813186>

The webinars were developed and delivered by [Vicki Trottier](#), [Meg Harmer](#), and [Joanne Kaattari](#) and funded by the [Ontario Trillium Foundation](#).



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