



Orange County Government

NEWS RELEASE

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Orange County Historian's Office to hold free Social Media workshop

Seminar geared for staff of historical sites, museums and other not-for-profits

Goshen, N.Y. – Orange County Historian Johanna Yaun announced that her office will hold a free Social Media workshop for staff of historical sites, museums, and other not-for-profits from 10:30 a.m. to noon on Saturday, May 6 in Room 201 at the Kaplan Center on SUNY Orange's Newburgh campus.

The event will be hosted by social media expert Nicole Scholet de Villavicencio and will focus on how to boost public awareness and reach target audiences through Facebook, Twitter, Instagram, Periscope, and other social media platforms. Topics to be discussed include how to utilize both common and event-specific social media platforms for event advertising.

“Nicole hosted a similar program for us last year and it was very successful,” Yaun said. “Since social media technologies continue to change, this workshop will benefit all attendees. It’s critical to learn as much as we can about using these free social media programs to promote not-for-profit organizations and their public events. Nicole is creative and everyone who attends will receive valuable information.”

Seating is limited for the seminar and reservations are suggested. For more information, contact MJ Goff at 360-6978 or mgoff@orangecountygov.com.

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