



Social media marketing is a staple of SCORE Chicago's North Area Seminars, however it's often difficult for small business owners to immediately apply their learning, losing valuable knowledge and ability to optimize their use of social media. SCORE, the Highland Park Business Development Office, the Highland Park Chamber of Commerce, and the Highland Park Public Library, have developed three no-cost options to fit the needs of any Highland Park small business owner!

- ❖ Vanessa Cabrera, President, Your Social Media Mentor offers a free 30 Minute Power Coaching Session by telephone for email marketing and social media. Sessions are held on Tuesdays and Thursdays. Vanessa (<http://www.vanessa-cabrera.com/>) is a Social Media Marketing Consultant and Speaker who is passionate about helping small businesses understand and leverage the power of email automation + social media marketing to grow their business.
  - You can schedule a telephone power session with her directly at: [Schedule Your Free 30 Minute Power Session](#).
- ❖ Norbert Barszczewski, President, JPNetQuest offers 15 minutes by telephone to gain your needs, followed by a 45 minute on site working session at your place of business to address your challenges with social media, and/or reinforce and build your knowledge. JPNetQuest, Inc. (<http://www.jpnetquest.com/JPNetQuest/>) specializes in state of the art IT solutions that combine high level, professional web development and design with individually tailored internet marketing strategies.
  - Please contact Melissa Rosen, at the Highland Park Business Development Office, (847) 926-1046, [mrosen@cityhpi.com](mailto:mrosen@cityhpi.com) or Gayle Pervos at the Highland Park Chamber of Commerce, (847) 432-0284, [info@chamberhp.com](mailto:info@chamberhp.com) to schedule a session with Norbert, or use the contact information on his web site.
- ❖ The New Media Department at the Highland Park Public Library offers one-on-one instruction on social media use. Library specialists will provide 30 to 60 minute sessions on use of any social media process. Sessions are conducted at the Highland Park Public Library.
  - To choose this option, contact the New Media Department at the Highland Park Public Library: (847) 432-7032 or [newmeddept@hplibrary.org](mailto:newmeddept@hplibrary.org) .

Please make sure you have dedicated time for any of these generous Social Media Experts who have made a time commitment for you! Get your social media up and running through SCORE and our partners!