

**April 16, 2011**

**Winchester Thurston Upper School  
Shadyside**

10am to 5pm

**Register Online by April 14:**

<http://byb.eventbrite.com>



Deesha Philyaw is an adjunct writing professor, blogger, & online radio host whose credits include *Essence*, *Bitch*, *The Washington Post*, and *The Huffington Post*.



Damon Young is the co-author of *Your Degrees Won't Keep You Warm* *At Night: The Very Smart Brothas Guide to Dating, Mating, and Fighting Crime*. He is the co-founder of [VerySmartBrothas.com](http://VerySmartBrothas.com)

# building your brand: how to grow your social media platform with a purpose



Choose  $\frac{1}{2}$ -day or full-day interactive sessions.

Topics include:

- Finding your voice and your purpose in social media
- Educating, entertaining, and engaging your audience
- Twitter and Facebook and Tumblr and Quora...Oh, my!
- Turning your blog into a book
- Collaborative social media
- Monetizing with integrity
- Time management

**Fees:  $\frac{1}{2}$ -day - \$60 (\$45 for students w/ID) | Full-day - \$100 (\$75 for students w/ID)**

To register and for complete session details, visit:

<http://byb.eventbrite.com/>