

Implementing Social Media for Small Businesses
Wednesday, March 12, 2014

Evaluation Summary

Attendees: 17

Evaluations Completed: 9

Businesses/Professions Represented:

Education (2)
Accounting
Design/Print
Catering
Retail
Non-profit Media
Transportation

1. Are you a member of the African American Chamber of Commerce? **Yes 90% No 10%**
2. How would you rate the overall presentation?
(Circle 1 the lowest to 5 the highest) **3 – 11% 4 - 56% 5 – 33%**
3. How would you rate the presenter Robert Stein?
(Circle 1 the lowest to 5 the highest) **3 – 11% 4 – 24% 5 – 65%**
4. Are you currently using any form of social media to do business? **Yes – 100%**
Facebook 90%
Instagram 22%
Linkedin 55%
Pinterest 10%
Twitter 55%
5. Did today's session meet your expectations? **Yes 89% No 99%**
6. Which part of the presentation will be most useful to you?
 - **Definitions**
 - **Demonstration**
 - **Facebook**
 - **Linkedin Information**
 - **Pinterest (3)**
 - **Pinterest & Linking Facebook to Twitter**
 - **Setting up business page on Social Media**
7. Were you able to follow the interactive session? **Yes 78% Somewhat 22%**
8. Following today's session, are you more confident about establishing or maintaining your company's social media presence? **Yes 89%**

Comments:

- Perhaps a little discussion on management software.
- It was informative and allowed me to understand more details involved with Social Media.
- It was a good class in establishing and maintaining customer engagement
- Good job. Continuous training as things are always changing.