

CINCINNATI, OH, October 05, 2013 **/24-7PressRelease/** -- Boot Camp Digital (www.bootcampdigital.com), a Cincinnati social media training company, announces their newest training program, Social Media 101 Training (<http://bootcampdigital.com/social-media-101-class/>). Social Media is still a mystery to many business professionals, but it isn't too late: this program covers social media from Facebook to Pinterest and everything in between in a quick and effective half-day format.

The new training program is offered quarterly, with the next Social Media 101 course on October 28th in Cincinnati, Ohio.

The new Social Media 101 program is specifically created for beginners in social media for business who struggle to understand social media sites like Facebook, LinkedIn, Twitter, Pinterest, YouTube, Instagram, Blogs and more.

Today there are more than 2.27 billion people online, and social media use has increased by 365% in the US alone. The question is no longer whether or not businesses should be active on social media. The question is: do you understand social media well enough to integrate it into your business strategies?

That's why the CEO and head trainer at Boot Camp Digital, Krista Neher, created this half-day social media training program. Neher wanted to develop a program that was brief, to the point, and effective, so that professionals could get the education they need quickly. Neher is a professional social media speaker, an internationally sought after social media trainer, a bestselling author and an experienced social media educator.

"I'm excited to launch Social Media 101 because I know that many professionals are still in the dark when it comes to social media," says Neher. "They know that social media is important, but haven't had the opportunity to experience and understand social media in a business context yet. This program will get them up-to-speed quickly."

Social Media 101 is comprised of 3 sections: an overview of the social media landscape, a segment on how social media tools work, and real world examples and experiences. The landscape overview will cover who is using social media, how big it really is, and what you really need to know. The tool review will cover every top social network, including Facebook, Twitter, Pinterest, YouTube, LinkedIn, Instagram, Google+, and more. The final section will show you how to implement what you've learned for your business.

Announcing Social Media 101 Training Class from Boot Camp Digital in Cincinnati, Ohio

Written by Australian Business

This social media 101 class is designed for professionals from all backgrounds - executives, small business owners, marketers, CEOs, representatives from larger companies, and anyone looking to quickly and effectively grow their brand or business through social networks.

Like all of Boot Camp Digital's programs, this Social Media 101 class is action-oriented and will provide case studies, guidebooks, action planners, templates, checklists, and more that will help attendees put what they've learned into action.

The Social Media 101 program also includes bonuses, such as access to Boot Camp Digital's online training library (\$270+), access to Boot Camp Digital's top-rated membership program (\$54), and Krista's 2 bestselling books: The Social Media Field Guide and Visual Social Media Marketing.

Those interested in attending can register and get more information at <http://bootcampdigital.com/social-media-101-class/>. This class is already selling out, so reserve your seat now to guarantee your space.

Boot Camp Digital (<http://bootcampdigital.com/>) is a top-rated provider of social media, Internet marketing and digital training to companies of all sizes. Boot Camp Digital has worked with the biggest and best companies including Procter & Gamble, Google, The United States Senate, Macy's, GE and more. Krista Neher (www.kristaneher.com) is the CEO of Boot Camp Digital and is an internationally recognized speaker, a social media expert and bestselling author of The Social Media Field Guide and Visual Social Media Marketing.