

FOR IMMEDIATE RELEASE

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CONTACT

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## CITY OF MARSHALL PARTNERS WITH TEXAS FOREST TRAIL REGION TO OFFER 1-DAY HANDS-ON SOCIAL MEDIA WORKSHOP

**MARSHALL, TX, FEBRUARY 25, 2016:** On March 28 the Texas Forest Trail Region, in partnership with the City of Marshall Texas, will offer a **Social Media Essentials** workshop for local businesses. The workshop will be held from 9:00—2:00 p.m. at the Marshall Visual Art Center, 208 E. Burleson Street in downtown Marshall.

“This program is a great opportunity for Marshall businesses to get some hands-on experience with online media,” said Sarah O’Brien City of Marshall Tourism & Promotions Director.

“The Texas Forest Trail Region has a huge social media following and has set the bar high for destinations and tourism organizations across the state. We had great results when we partnered with them on a social media takeover last year, and couldn’t think of anyone more qualified to come to Marshall and present this information to our local partners.”

Texas Forest Trail Executive Director, Marty Prince will teach participants about the fundamentals of social media marketing, how to get started, what businesses should prioritize and strategies for social success.

“As the director of a small non-profit, I can relate to the time and financial challenges facing small business owners. Our goal is to demystify social marketing and provide clear and easy to follow steps on how to get started and thrive on social media. From busy shop owners to budding restaurateurs, if you want to learn how to make social media connect for your business, this workshop is for you,” said Prince.

Sarah O’Brien said, “We are excited to welcome back our friends from the Forest Region. We have learned a lot from their executive director Marty Prince over the years and are ecstatic she is available to help share her wealth of knowledge with everyone here in Marshall.

**Social Media Essentials** will focus on the fundamentals - best practices, tools, tips and resources for building an engaging online presence. Topics will include selecting the right platforms for your business, creating engaging content, successful marketing strategies, online etiquette, and the dos & don’ts of social media.

This workshop is designed to assist small business owners and organizations that have new or existing social media accounts. Attendees will leave with a fundamental understanding of social media tools, inexpensive resources, and tips and strategies for producing highly effective social communication.

For the full hands-on experience, attendees are encouraged to bring a wireless-ready device (smart phone, laptop, iPad, or tablet).

The cost to attend the workshop is \$15 per person. Registration is required and payable to the City of Marshall by cash or check. Cost includes workshop, all workshop materials, and lunch.

Participants may pre-register through March 21, online at [www.texasforesttrail.com/toolkit](http://www.texasforesttrail.com/toolkit) or by phone or in person through the Marshall Convention & Visitors Bureau at 301 N. Washington; [903-702-7777](tel:903-702-7777). Cancellations

should be sent to [info@texasforesttrail.com](mailto:info@texasforesttrail.com) by March 23. For location information, contact the Marshall Visual Art Center [903-938-9860](tel:903-938-9860).

The Texas Forest Trail Region is part of an award-winning heritage tourism initiative, the “Texas Heritage Trails Program” of the Texas Historical Commission.

The Texas Forest Trail Region fosters economic development through heritage tourism promotion and preservation of cultural and historic resources. The Region encompasses 35 counties in East Texas including Anderson, Angelina, Bowie, Camp, Cass, Cherokee, Franklin, Gregg, Hardin, Harrison, Henderson, Houston, Jasper, Jefferson, Marion, Montgomery, Morris, Nacogdoches, Newton, Orange, Panola, Polk, Red River, Rusk, Sabine, San Augustine, San Jacinto, Shelby, Smith, Titus, Trinity, Tyler, Upshur, Walker and Wood.

For more information about the Texas Forest Trail Region and partnership opportunities and services, visit [www.texasforesttrail.com](http://www.texasforesttrail.com) or contact Marty Prince at 936/560-3699 [info@texasforesttrail.com](mailto:info@texasforesttrail.com).

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