

1 Million Cups

On the first Wednesday of every month, the Downtown Long Beach Alliance (DLBA) hosts this national program to engage, educate, and connect local entrepreneurs. Founded by the Kauffman Foundation, 1 Million Cups is based on the notion that entrepreneurs network and discover solutions over a million cups of coffee. The FREE, monthly gathering helps build startup communities on a grassroots level.

For the next few months, 1 Million Cups (1MC) will be a virtual event.

SBDC Webinar | How To Effectively Use Social Media

We all know we have to be on Social Media but how do we create a Social Media strategy given all that's happening in the world? This comprehensive webinar will help you focus your energy and efforts on platforms that will connect you with current customers and new leads.

You will discover:

- How to clarify Social Media marketing goals
- How to structure your messaging to reach your ideal target market
- Which social media platform(s) to be on
- How to authentically connect with your audience so they like and trust you
- How to schedule posts on various platforms

- Where to find great content that will engage your audience and encourage sharing
- Discover a powerful tool to immediately get engagement without spending a dime
- Q&A