Getting the Word Out

I highly recommend watching this recorded webinar if you do marketing, including sending out news releases, working on the website, using (or want to use) social media and/or take photos at your events.   Jim Ochterski (CCE Ontario) and Carla Dawejko (CCE Steuben) from the Finger Lakes SBN present information about "Getting the Word Out: Using On-line Networks for Extension Program Publicity"

Recorded Webinar Link: http://breeze.cce.cornell.edu/p1i8f9td249/

Books referred to in the webinar:

- Don't Make Me Think by Steve Krug
  http://www.amazon.com/Dont-Make-Me-Think-Usability/dp/0321344758
- The Design of Sites: Patterns for Creating Winning Web Sites by Douglas van Duyne, James Landay and Jason Hong
  http://www.amazon.com/The-Design-Sites-Patterns-Creating/dp/0131345559