

Not to Miss Workshops!

This Tuesday: Demystifying Social Media Metrics Workshop

Tuesday, March 11, 2014, 6:00 p.m. - 8:00 p.m., [Cambridge City Hall Annex, 344 Broadway](#). Free for eligible Cambridge businesses, \$20 for others. Presented by Center for Women and Enterprise.

What social media metrics are important, and how do you use them to grow your business? Knowing what data matters, and what doesn't, is critical to creating your own social media metrics tracking system. In this workshop, we'll first review the basics of Google Analytics, Facebook Insights, and YouTube Insights.

Next, we will take a dive into social media metrics and look at the data you need to track in order to know what your online community wants, develop engaging content and meet your goals. You will also walk away with a DIY social media metrics dashboard you can use for your business.



Coming Soon...

[March 18, 9:00 A.M. - 12:00 P.M. - Human Resources Workshop](#)

[March 25, 9:00 A.M. - 10:30 A.M. - Sidewalks Uses and Special Events Workshop](#)

To pre-register for workshops please contact Rona Abrahams at rabrahams@cambridgema.gov or [617-349-4637](tel:617-349-4637), or Pardis Saffari at psaffari@cambridgema.gov or [617-349-4654](tel:617-349-4654).

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