



February 6, 2012

RE: Facebook University Testimonial

I consider myself a computer savvy person and I try real hard to keep up with the latest types of social media. I am a huge Facebook fan and have my own personal site that I am on regularly. I never had problems on my personal Facebook as far as updating my status, uploading photos, videos, etc. When I decided I would start a business page for the dental office I work for, Soft Dental, I had no worries – after all I had been on Facebook for a few years now. I got the page up and going and I completely drew a blank! I could not believe how different it was managing a business page compared to my personal page. What do I talk about? How do I get likes? What do people want to hear? How is this going to improve our business? For the first time in my professional career I felt somewhat helpless. I looked all over for Facebook training sessions, but they all seemed so commercialized and impersonal. Plus I did not want to have to take time off work and drive an hour to get to where these sessions were offered. So I just did the best that I could with our Facebook page and prayed for a miracle!

One morning I checked my email and was overjoyed to see an email from Jameson Management with the subject line that read “Introducing Facebook University”! I could not believe it! Not only was I able to finally find training on creating an effective Facebook for my office, but it was offered by a company that I know, trust, and believe in their philosophies. To top it off, it was being offered online so I could enjoy the training in the comfort of my own office. Needless to say, I enrolled in the entire training session right away.

I have now completed the “Beginner” series of Facebook University and it has already changed the way I feel about our business Facebook page. I have learned invaluable information already and it has only been three weeks! Misty Absher Clark is exceedingly educated in social media and she presents an informative, easy- to -follow training session. I am very much looking forward to delving further into this course and I am confident that the information I learn will be priceless! Thank you, Jameson, for listening to your clients and offering a much needed and timely training session for us all!

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