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June 25, 2019



**watkinsglen**  
AREA CHAMBER OF COMMERCE

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## **SMALL BUSINESS THINK TANK THE "DO'S AND DON'TS" OF BUSINESS SOCIAL MEDIA**

Watkins Glen, NY – Join Samantha Moon, owner of Samantha N Moon Photography, and Dusty Hewitt, Owner/Principal of Long Run Communications, at the Watkins Glen Area Chamber of Commerce's Think Tank, scheduled for Tuesday July 9<sup>th</sup>, where we'll explore the "Do's and Don'ts" of business social media.

This interactive seminar will help explain why, when and how consumers are using social media, discover what social media can do for their business, developing a unique and effective brand voice, and understanding what content is most likely to be successful for businesses. Samantha explained "social media can be a wonderful tool for business owners! With more and more individuals involved on social media daily, there is great potential for business owners to engage and capture potential clients through this avenue." Samantha and Dusty's presentation will be followed by a round table discussion, where attendees can ask questions and brainstorm ideas. Dusty also observed "As a small business owner, I understand firsthand the challenges that come with developing and maintaining a successful online presence. This Think Tank will help attendees consider how they can develop their very own approach that works for them and their unique audiences."

Dusty Hewitt is the owner and principal of Long Run Communications, which provides content and communications planning services to clients in sectors including travel/tourism, education, manufacturing, financial services, health care, and economic development. He has nearly 20 years of experience managing marketing and communications for large and small organizations.

Samantha Moon is the owner and photographer behind Samantha N Moon Photography. She prides herself on being extremely outgoing and loves getting to know people. "Giving someone the space to feel comfortable, just being themselves and having the opportunity to capture that through photography is amazing." Samantha really enjoys working with local couples, as well as local businesses; capturing food and beverage imagery, small details, products, as well as indoor and outdoor spaces.

The July Think Tank will be hosted at the Chamber offices, Tuesday July 9 from 4-5:30pm. To register for this event, or if you have any questions, please email [liz@watkinsglenchamber.com](mailto:liz@watkinsglenchamber.com) before July 8, or call the Watkins Glen Area Chamber of Commerce at 607-535-4300.

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