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Mar. 15, 2010

POTOMAC, MD —BizActions, the nation's leading provider of B2B email newsletters for CPA's, announced the 2010 web series line up. Topics are focused on leading social media tools, best practices, and trends. Content provided is geared to help the profession better understand such topics as SEO, how to use social media tools including LinkedIn and Twitter, and blogging. Leading the webcasts are some of the profession's most notable thought leaders.

BizActions' web series schedule is as follows:

- **Wednesday, March 31, 2 PM (EST)—SEO & SEM** presented by Timothy Seward, ROI Revolution and Joe Rotella, Chief Technical Officer, Delphia Consulting
- **Thursday, May 6, 2 PM (EST)—The Exuberant Accountant—A Partner's Perspective on Social Media** (focus on blogs) presented by Scott Heintzelman, CPA, Partner, McKonly Asbury

Social Media Series with Michelle Golden (includes detailed training along with handouts and documentation of approaches and best practices)

- **Thursday, April 29, 2 PM (EST)—Intro to Social Media Tools and Strategies**
- **Wednesday, May 26, 2 PM (EST)—Leveraging LinkedIn – Best Practices**
- **Thursday, July 15, 2 PM (EST)—Blogs Aren't Just for Bloggers – How to Establish Credibility in the Blog Community**
- **Thursday, August 19, 2 PM (EST)—To Tweet or Not to Tweet – Twitter for CPAs and others**

BizActions is dedicated to bringing timely and relevant information to the

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Technology

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