

# Dawn Westerberg Consulting LLC to Present Webcast on Social Media Strategy to Nonprofit Customers of JMT Consulting Group

AUSTIN, Texas, Feb. 8 (SEND2PRESS NEWSWIRE) – Dawn Westerberg Consulting LLC ([www.dawnwesterberg.com](http://www.dawnwesterberg.com)), an integrated marketing and public relations services firm based in Austin, Texas, was selected by JMT Consulting Group to develop and present a webcast on social media for the firm's customers and prospects.

The webcast, entitled "Taking the Fear and Hype Out of Social Media: Advice for Nonprofits," is the first presentation of its kind offered by JMT Consulting, which is a national provider of consulting and software solutions to nonprofits.

Dawn Westerberg Consulting was founded in 2010 by Dawn Westerberg following a successful career in marketing and sales at Sage, the 3rd largest seller of business software in the world. Westerberg, who is also an Authorized Duct Tape Marketing Consultant, says of the social media presentation: "I am excited JMT Consulting asked me to give this presentation. There are a lot of myths concerning social media and we hope to shed more light on how it can be an effective way for nonprofits to effectively communicate with their members."

Westerberg has been working with JMT on a variety of strategic marketing, public relations and online marketing initiatives. "Dawn has been instrumental in increasing the impact of JMT Consulting Group's online presence through our website, blog, and social media," says Jacqueline M. Tiso, CEO of JMT Consulting. "We asked Dawn to share the same best practices her guidance has helped us enjoy with our nonprofit community."

The webcast, scheduled for Thursday, February 17, at 3 p.m. Eastern Standard Time, will cover a variety of social media topics including:

- general definition of, and introduction to, social media;
- social media best practices; and
- examples of nonprofits successfully using social media.

For nonprofits interested in attending the webcast, a registration page can be viewed at:

<http://www.jmtconsulting.com/resources/events/taking-the-fear-and-the-hype-out-of-social-media-advice-for-nonprofits> .

## **About JMT Consulting Group:**

Headquartered in Patterson, New York, JMT Consulting Group ([www.jmtconsulting.com](http://www.jmtconsulting.com)) is a leading provider of software and consulting services to nonprofits.

**About Dawn Westerberg Consulting LLC:**

Based in Austin, Texas, Dawn Westerberg Consulting LLC serves companies from coast to coast and border to border. Dawn Westerberg (<http://dawnwesterberg.com>) is the president of Dawn Westerberg Consulting LLC. An Authorized Duct Tape Marketing Consultant, she invites business owners to “Fall in Love with Your Business Again” through sound marketing strategy, creative collaboration and inspired performance.

– RSS news feed for Dawn Westerberg Consulting:

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News issued by: Dawn Westerberg Consulting LLC



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Original Story ID: (6671) :: 2011-02-0208-001

Original Keywords: webcast on social media, Dawn Westerberg, Texas business news, JMT Consulting Group, public relations services firm, software and consulting services to nonprofits, Authorized Duct Tape Marketing Consultant Dawn Westerberg Consulting LLC Austin Texas AUSTIN, Texas

Alternate Headline: Dawn Westerberg to Present Webcast on Social Media Strategy to Nonprofit Customers of JMT Consulting

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