

Press Release from Image Media Partners:

2011 Seattle Social Media Summit

Lorang to teach YouTube Workshop at Seattle Social Media Summit

Timothy Lorang of Image Media Partners will co-present [“YouTube 201- Making video sharing part of your online marketing strategy”](#) at the [2011 Seattle Social Media Summit](#) July 26, 2011 at Seattle Pacific University. The conference is being presented by the [Center for Nonprofit Success](#).



Timothy Lorang, Founder of [Image Media Partners](#) will teach an advanced workshop on marketing and Search Engine Optimization (SEO) strategies for YouTube videos along with Colin Christianson, Founder and CEO of [Tenacious Ventures](#), and Jeris JC Miller, Principal Partner for [Dakini 3 Media](#). The workshop will be held from 1:15 to 2:30 pm on Tuesday, July 26, 2011.

The **Center for Nonprofit Success** is a nonprofit organization whose mission is to provide the training, knowledge and resources to help nonprofit organizations succeed. Social Media are transforming the way that nonprofit organizations do business, whether through Facebook, Twitter or YouTube videos. Unfortunately, most nonprofits have not explored this potential, mostly because social media are so new and their applications are not well understood by nonprofit leaders. The **Social Media Summit** will show attendees how to leverage social media in ways that were unimaginable even a few years ago.

Online videos are not only a valuable way to showcase your nonprofit organization they can be used to direct traffic to your website and spread your cause. YouTube videos can help you track and shape your message and should be an integral part of your social media marketing. Lorang, along with Christianson and Miller will cover:

- Using Insight Statistics
- Linking and embedding YouTube in websites and Facebook
- Optimizing videos for Search Engines
- Adding keywords and tags to your videos
- Incorporating Calls-to-Actions in your videos
- Tracking your videos effectiveness

According to Timothy Lorang, “Video is one of the most effective communications tools on the internet but it is ineffective if no one sees it. Search engines such as Google cannot “see” the contents of an online video so you need to optimize your video just as you must optimize your website or blog. YouTube, along with Google, is the largest search engine on the internet and the tools necessary to get your video found are free and available for anyone to use.”

You can register on-line for the workshop [“YouTube 201- Making video sharing part of your online marketing strategy”](#) for only \$75 or register for the full [“2011 Seattle Social Media Summit”](#) that includes workshops on Facebook and Twitter for \$275.

Timothy Lorang will be available for special mentoring sessions before and after his presentation on July 26th. Attendees can register for [mentoring sessions](#) online.

Attendees of the **YouTube 201 workshop** will be eligible for a complementary [YouTube and Video evaluation](#) for their organization from Image Media Partners.

For more information contact Timothy Lorang at tim@imagemediapartners.com or call 206-201-2517.

About [Image Media Partners](#):

Image Media Partners was founded by Nate McQueen and Timothy Lorang in 2008 to help businesses and organizations get the most out of their online media and website. **Image Media Partners** helps websites increase performance by using inbound marketing techniques such as blogging, social media marketing, key word grading and SEO to increase web traffic, capture leads and convert customers.

Timothy Lorang is the founder and Executive Partner of **Image Media Partners**. With over 30 years in television production Tim is an award winning television writer and producer. Three years ago he started **Image Media Partners** to help companies with online media and social media marketing.



Connect with Tim Lorang: tim@imagemediapartners.com
Website: <http://www.imagemediapartners.com/>
Partner Views Blog: <http://www.imagemediapartners.com/blog/>
Twitter: [@Image Media](https://twitter.com/ImageMedia)
Facebook: <http://www.facebook.com/ImageMediaPartners>
LinkedIn: <http://www.linkedin.com/in/timlorang>

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