

Media Relations

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UNH Launches Online Mini-Courses on Social Media Topics for Small Business

DURHAM, N.H. – The New Hampshire Small Business Development Center (NH SBDC), an outreach program of the Peter T. Paul College of Business and Economics at the University of New Hampshire, has launched three new, free online mini-courses “Pinterest for Business”, “Mobile Marketing” and “Instagram for Business.” The mini-courses last up to 15 minutes each and help entrepreneurs learn about social media options for their businesses.

The three mini-courses join recently updated hour-long e-courses “Social Media for Small Business” and “Advanced Social Media Tools and Tactics for Small Business.” These two e-courses have been taken more than 650 times since their launch in 2010 and 2011, respectively. The social media courses are now all available on the www.nhsbdc.org homepage.

NH SBDC offers extensive e-course selections through its e-Learning for Entrepreneurs program, all available at no charge at www.nhsbdc.org, including courses on exporting, e-commerce, finance, marketing, business management, and starting and financing a N.H. small business. The e-learning courses have been taken more than 8,250 times since the program’s launch in 2008. All courses were recently upgraded; they are mobile-ready for both Android and iPhone/iPad.

Halvorson New Media wrote, designed and developed the social media mini-courses in conjunction with the NH SBDC. The courses were funded through a Portable Assistance grant from the U.S. Small Business Administration.

The [NH SBDC](http://www.nhsbdc.org) is a cooperative venture of the U.S. Small Business Administration, the state Department of Resource Economics and Development, the University System of New Hampshire, and the private sector. A part of 64 SBDC programs nationwide, the NH SBDC was fully accredited in 2010 by the Association of Small Business Development Centers. The NH SBDC has advised businesses for over 30 years, helping 8,000 businesses create and retain more than 4,500 jobs over the last decade.

The [University of New Hampshire](http://www.unh.edu), founded in 1866, is a world-class public research university with the feel of a New England liberal arts college. A land, sea, and space-grant university, UNH is the state's flagship public institution, enrolling 12,300 undergraduate and 2,200 graduate students.

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