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December 31st 2014: Ways to Leverage Social Media

Join Susan Cranston as she interviews Generation Y Entrepreneur and the co-founder of two companies, Jeff Horst. Together Susan and Jeff will explore the rise of social media and its uses from a personal perspective and business perspective. Susan and Jeff will share tips and resources available to help you feel more comfortable using social media networks such as Twitter, LinkedIn and Facebook to name a few. Jeff will also share insights about starting two businesses and the role social media played. While there are cautions that need to be taken when using social networks, there are a

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Featured Guest



Jeff Horst

Jeff Horst, Entrepreneur Based out of Kitchener-Waterloo Ontario, Jeff Horst is the Co-founder of two companies; echosims, a digital marketing firm and Meersocial, a startup offering social media training online. Being the Business Developer for both companies it has him in many coffee meetings (although he doesn't drink coffee) and connecting with a wide range of industries and individuals. Good thing he is a people person. He is currently an active member of the Grand River Hospital Foundation but in the past has been a part of many local charities and initiatives. This past year he initiated the first annual ball hockey corporate challenge event in Waterloo called Family.Hockey.F

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