

Press Release

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For Immediate Release

SUNY Plattsburgh students host web visibility presentation at North Country Chamber of Commerce *Partnership between students and Town of Plattsburgh emphasizes digital marketing strategies*

Plattsburgh, NY– 11/30/2016 – SUNY Plattsburgh invites businesses in the Greater Plattsburgh area to a FREE workshop held at the North Country Chamber of Commerce about developing tangible web visibility and social media presence.

Presentation information is geared toward small business owners and operators in the area who are interested in creating a successful online identity. Topics include: the need for social media, increasing audience engagement, establishing credibility and evaluating efforts.

The workshop will take place Dec. 7, 10 a.m. at the North Country Chamber of Commerce, 7061 U.S. 9, Plattsburgh, New York.

In the coming months, SUNY Plattsburgh will provide an intern available to assist local businesses with web development and social media.

The initiative comes after finding that Plattsburgh's businesses rank considerably low on internet searches. Instead search results include large non-local corporations and unrelated results. The students have worked with Town Supervisor Michael Cashman in examining the Town of Plattsburgh's web presence as well as the surrounding region's web presence for three months.

If you're interested in attending please contact **Alina Walentowicz** by email at alina@northcountrychamber.com or phone at 518.563.1000.

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About the Town of Plattsburgh

The Town of Plattsburgh is located in the northeastern part of New York State, approximately 65 miles south of Montreal, Canada and on the western shore of Lake Champlain. Plattsburgh has traditionally been a transportation center. Situated along the main transportation route between New York City and Montreal, it is the closest large American municipality to the second largest Canadian City.