

Marketing & Media

North San Antonio Chamber to launch 'Social U'

Andi Rodriguez

Over the past few years, the North San Antonio Chamber of Commerce has been forging a stellar grassroots movement, lifting their members into the realm of social media — a necessary power tool in today's business toolbox.

However, the effectiveness of any tool depends on how it's used. On Wednesday, Sept. 4, The North San Antonio Chamber of Commerce will host "Social U" — a social media university for savvy digital marketers.

"We're educating our members, company by company, individual by individual," explains [Renée Crittenden-Garcia](#), vice president of marketing and business development for the North Chamber. "This means we employ a constant stream of outreach and education through every channel we have available to help members eliminate the fear of social media and replace it with information and confidence."

Social U is designed to deliver continuing education for marketing and PR practitioners who work at the business of interactive marketing each day, explains Crittenden-Garcia. The curriculum is specially designed for nonprofits, small- to mid-sized-business owners, executives or managers who have a stake in the profitability of marketing trends and tactics.

[Lisa Lewis](#), vice president of communications for CPS Energy, is leading the effort, and her team conceptualized and branded Social U.

"It's social media for grown-ups," she says. "It's all about providing instruction for those who are already at the business of marketing every day in small business, corporate, nonprofit, institutional, public sector — and helping them innovate and take their marketing programs to the next level. Lewis adds that the program is perfect for C-level execs who have a vested interest in marketing trends and the impact that marketing strategy and tactics have on profitability, customer service and brand vigor.

Crittenden-Garcia recently attended the Texas Chamber of Commerce Executives conference on behalf of the North Chamber, returning with three awards for marketing, website and social media programs.

"We're all self-educated in this area," she says. "Most of us in higher levels of marketing saw the birth and rise of the web, email and now social — we didn't get this instruction in college. It's constantly evolving and changing, and it's exciting to help foster this continuing education."

The North Chamber's Social U takes place Wednesday, Sept. 4, at Omni San Antonio Hotel – Colonnade, from 7:30 a.m. to 11 a.m. Go to northsachamber.com for more info.