**The Family Business Alliance Presents *Boost Your Social Presence* on February 19 at Wilkes University and Penn State Worthington Scranton**

The Family Business Alliance of Wilkes University and Penn State Worthington Scranton presents *Boost Your Social Presence* on Feb. 19. Holly Pilcavage, business development and operations at Coal Creative, and Jack Reager, president of Black out Design, Inc., will talk about why a social media presence is important, how to begin creating a social media presence and the tools and secrets to social media marketing. The event is free, but registration is required.

The workshop will be presented at two locations. The morning location is at Penn State Worthington Scranton, Business Building, Hawk Lecture Hall. Registration is at 8 a.m. and the program is form 8:30 a.m. to 10 a.m.

The afternoon location is at Wilkes University, Henry Student Center, Miller Room, Second Floor, 84 W. South St., Wilkes-Barre. Registration is at 11:30 a.m. and the workshop from noon to 1:30 p.m.

For more information and to register, visit www.wilkes.edu/FBA or contact Sue Reilly, executive director of the Family Business Alliance, at (570) 408-2120 or susan.reilly@wilkes.edu.

**For more stories about Wilkes University and its students, faculty and staff, please visit** [**News@Wilkes**](https://news.wilkes.edu/)**.**

**About Wilkes University**:

Wilkes University is a private, independent, non-sectarian institution of higher education dedicated to academic and intellectual excellence through mentoring in the liberal arts, sciences and professional programs. Founded in 1933, the university is on a mission to create one of the nation’s finest small universities, offering all of the programs, activities and opportunities of a large university in the intimate, caring and mentoring environment of a small college, open to all who show promise. *The Economist* named Wilkes 25th in the nation for the value of its education for graduates. In addition to 47 majors, Wilkes offers 25 master’s degree programs and five doctoral/terminal degree programs, including the doctor of

philosophy in nursing, doctor of nursing practice, doctor of education, doctor of pharmacy, and master of fine arts in creative writing. Learn more at [www.wilkes.edu](http://www.wilkes.edu).

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