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**FOR IMMEDIATE RELEASE**

**November 4, 2022**

## **Empowering Hispanic Georgians Through Digital Revolution Initiative**

*The Georgia Power Foundation and UPS Foundation sponsor the Georgia Hispanic Chamber of Commerce through the Hispanic Business Center and Launch a Statewide Free Certified Digital Marketing Course in Spanish.*

The GHCC Hispanic Business Center, the educational arm of the of the Georgia Hispanic Chamber of Commerce takes steps in preparing business owners within the Hispanic community to navigate the “Digital Revolution.” “*Revolución Digital*” is an initiative is designed for the advancement of technological literacy with the emerging growth in business owners in the state.

The digital marketing certification will include how to understand algorithms in social media marketing, how to position your business for maximum visibility, and how to create valuable content attracting the right consumers. In addition, the participants will get instruction on digital strategy, how to maximize WhatsApp Business as a sales tool and learn how to effectively use the various platforms available today in technology.

To participate please register at: <https://bit.ly/revoluciondigitalghcc> You must be at least 18 years old, have your own small to medium-sized business and the drive to learn.

The program begins Tuesday, November 15<sup>th</sup> 6:00 – 8:00 PM EST. Space is limited – 6-week intensive program will be in Spanish.

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### **About Georgia Hispanic Chamber of Commerce (GHCC):**

*Established in 1984, the GHCC is focused on advancing business formation, growth, and economic impact for Hispanics statewide through access to resources, education, and programming, as well as serving as an advocate for the community in all areas of business and government.*

### **About GHCC Hispanic Business Center (HBC):**

*The HBC is dedicated to economically empowering Hispanic businesses in Georgia by helping them strengthen their business & accelerate their growth through business education, consultation/mentoring, and access to resources.*