

## HOW TO BUILD AN ENGAGED FOLLOWING ON INSTAGRAM



For businesses and creatives

In this workshop you will learn practical ways to make Instagram an effective part of your marketing and customer relationships including; how to build a loyal and engaged following, create winning posts and use insights to improve your results.



### In this workshop you will learn:

- Hashtags = the doorway to interested communities
- The ingredients of a winning instagram post
- How hashtags work best & using them effectively
- Instagram story & TV
- Understanding your 'insights' section
- Analysing a range of Instagram posting options

**Date: Thursday, 25th October from 9.30am to 12.30pm**

**Venue: Illawarra ITeC, Cnr Fox and Miller Streets, Coniston**

**Cost: \$55.00 Book today on 4223 3100 to secure your spot!**

*EFTPOS and Direct Debit Facilities available, payment must be made at time of booking*

### About Melinda

Melinda's a Social Media Specialist, and a mum, with a passion for fostering loyal online followings.

Her team works with businesses, individuals, and not-for-profit organizations to help establish and maintain a dynamic social media presence, particularly on Facebook and Instagram. Her professional background is in the Arts (BFA), Adult Education (Grad. Cert. TEASOL), Community Development (Dip.), and Communications.

She understands different audience needs and creates momentum, building engaged followings both on and off-line.

In 2015 Melinda started a facebook group, 'Indigenous Rise', to honour First Nation's People around the world. Today the group has 6 Admins., over 4000+ members, with daily requests to join, and will soon establish its own website - all organically, with no advertising!

