

LUNCH POWER HOUR

Potential customers no longer believe what YOU say about your business, they look at the SOCIAL PROOF :

- How many Likes do you have?
- How many reviews do you have?
- How many comments & shares are you getting?



Topics we'll look at over lunch :

- Organic Vs. Paid Engagement - which is more effective, long-term & why?
- How to create interactions & conversations on facebook & Instagram.
- Optional case study of a business in the room - what to do more or less of.
- Question time.

Date: Wednesday, 17th May from 12.00pm to 1.00pm
Venue: Illawarra ITeC, Cnr Fox and Miller Streets, Coniston
Cost: \$15.00 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 small 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 3,500 members, 5+ daily requests to join, and will soon establish its own website - all organically, with no advertising!



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Business

AUSTRALIAN SMALL BUSINESS
ADVISORY SERVICES PROGRAMME

Delivered by AusIndustry™

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