

## REACHING YOUR AUDIENCE MORE EFFECTIVELY Part 2

**ILLAWARRA BEC**  
incorporating

This 3 hour social media workshop will help you learn the skills to maximize your impact on Facebook



### Topics we will cover at the workshop:

- The Power of 'Scarcity' • Telling Your Story Well • How Facebook IS Word of Mouth
- The Impact of 'Tagging' • Facebook Groups vs. Pages • Getting in on the Conversation
- How to Create Appealing Videos • Organic vs. Paid • Canva - Where to Find Free Photos

Date: To Be Determined 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 growing loyal online followings. Her small team works with businesses, individuals, and not-for-profits to help establish and maintain a dynamic social media presence, particularly on Facebook and Instagram. Her professional background is in the Arts, Community Development, and Communications. Melinda is able to identify a particular audience's needs. She knows how to create momentum, and build engaged followings both on and off-line. In 2015 Melinda started a facebook group, 'Indigenous Rise', to honour First Nation's Peoples. Soon after, 2 of the posts she created went viral, with over 1000 shares each. Today the group has 6 Admins, 3,000+ members, daily requests to join, and will soon establish its own website - ALL ORGANICALLY!

