

Illawarra >> ITeC <<

Joint initiative of Shellharbour City Council and Illawarra ITeC Business Advisory Services Program

REACHING YOUR AUDIENCE MORE EFFECTIVELY

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: Thursday, 19th October from 9.30am to 12.30pm
Venue: Sapphire Room, Warilla Bowls and Recreation Club
Jason Avenue, Barrack Heights
Cost: Free

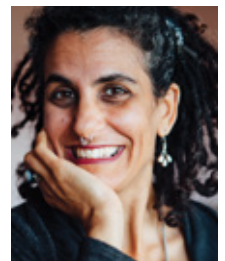
<https://www.eventbrite.com.au/e/shellharbour-city-business-network-workshop-october-2017-tickets-38098124516>
EFTPOS and Direct Debit Facilities available, payment must be made at time of booking

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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This project has been supported by the Australian Small Business Advisory Services (ASBAS) programme, an Australian Government initiative.

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