

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, 25th January 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!

