

Grow Your Reach — exploring social media to help achieve your organisation's goals

Topics Covered

- What is social media and why is it important?
- The role social media could play in your business promotion
- Key qualities of engaging and disseminating information on most social media platforms
- Utilising Facebook as a demonstrative account

Target Market

- Small businesses
- Not for profits
- Community service providers
- Retail
- Professional Services
- Tradies

Skill Level

Basic

Outcomes

- Understand the importance of social media and its impact
- Understand the differences between social media options
- Know how to create an organisation Facebook page
- Confidence to take the first step in social media

