

SOC101

Social Media Engagement Strategies



Is your social media effectively working for your organisation?

Social media has become an indispensable tool for businesses in reaching and engaging with their customers. With billions of users across various platforms, social media provides a unique opportunity for businesses to promote their brand, build relationships with customers, and increase revenue. This seminar on social media engagement strategies aims to provide you with insights and strategies to enhance your business' social media presence and engagement.

In this program, you will be introduced to the importance of social media, learn how to effectively set and measure goals, and learn practical techniques to improve your social media presence and effectively engage with your customers.

Seminar Overview

- Learning the importance of social media management for businesses
- Setting short-term and long-term goals and objectives
- Understanding your audience and accessing insights
- Choosing the right social media platforms
- Evaluating the success of social media efforts
- Common mistakes to avoid
- Tips for staying up-to-date with social media trends and changes
- Linking your social media strategy to your broader marketing strategy
- Demonstration of scheduling and posting on social media



Suggested Participants

This program has been developed to enhance the skills of people responsible for marketing, including Marketing and Administration Teams, Managers and Executive Leaders.

Cost

Webinar

\$249 + GST each

Face-to-Face Inhouse Sessions available upon request

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