



FUTURE PROOF.

● **Social Media Seminar**

**'SOME CALL IT SOCIAL MEDIA.
I CALL IT A BUSINESS NECESSITY.'**

Social media is no longer just a "social" tool. It's a strong business, sales and marketing tool that organisation's need to get on board with. If you don't have a social media strategy, then your business is becoming a dinosaur.

The day will include discussions, demonstrations, role-play, activities and approaches in a safe and fun environment. Make your next booking on www.futureproofyou.com or call us today on + 61 (0)8 8443 5958.

Businesses are saying it takes too much time to focus on Social Media, yet they have the time to hold onto outdated methods of marketing their businesses. It's time to freshen up your marketing approach.

This course will help you do that, with a practical, hands on approach.

Course Content

- Understanding the Psychology
- What's the point to your social media?
- Defining your Social Media Policy
- The Laws of Posting Content
- Benefits of Social Media
- Pitfalls of Social Media
- Hearing your Customers
- Social Media Communication Strategy

Learning Outcomes

- Knowing what to say and when to say it
- Clear strategy for utilizing social medial
- Measure social media success
- Knowing how to deal with adverse commentary