

NET:101 **Advanced Social Media Program**

Social Media Strategy

Run a strategy canvas exercise for:

- Alignment of your social media activity with your principal organisational objectives: customer relations, leads and sales, brand visibility, crisis management, corporate reputation (thought leadership), event coverage, advocacy or recruitment.
- Identifying the content make-up and internal resource requirements to sufficiently maintain each of your chosen social media channels.
- Systemising the cross-posting of your content between your social media channels for extended audience reach.
- Setting up bridging calls-to-action to move your social media community across to your conversion end-points: your website, retail environment, event or contact centre.
- Attributing your social media derived conversions for return-on-investment reporting or internal justification.

Content Calendars & Scheduling

Streamlining your social media marketing activity by creating a content calendar and structuring a publishing schedule; defining which content to publish and when to maximise social engagement; utilising Hootsuite or other applications to pre-schedule posts and monitor engagement across multiple social media platforms at once.

Facebook Advanced

Increasing Likes and building a quality fan-base; demystifying the Facebook newsfeed algorithm for increased post visibility; improving the engagement rates of your posts; paying to boost posts; running competitions using third-party apps; sponsoring stories, running coupon offers and advertising; advanced reporting.

Twitter Advanced

Growing your following through proactive engagement; reaching out to influencers within your industry sector; identifying the right people to follow using hashtag and keyword searches, subscribing to public user lists and following your competition's followers; creating your own private Twitter lists for segmentation purposes; running Tweet-ups; inserting images, audio and video into your tweets.

Instagram and Pinterest

Monitoring, curating and responding to Instagram images and videos taken at your venues, stores, and of your products in situ; creating your own on-the-ground Instagram images and videos. Uploading Pinterest pins from your own webpages to increase referral traffic back to your website; creating themed boards to enable users to discover your organisational content or product images from multiple entry points; re-pinning and curating the pins of other Pinterest users to support your own customers.

#socialmedia Hashtags

Increasing the visibility of your posts in Facebook, Twitter, Instagram, Pinterest and Google+; developing and promoting your own brand hashtag; using hashtags for competition entry and tracking; reinforcing specific hashtag adoption as part of the back-channel buzz which now forms an integral part of most cultural, sporting and news events.

Booking Information

\$745 per person (inc.GST).

Online booking options include payment by Visa or Mastercard, or via invoice. Group discounts are available: 20% for 2 people, and 30% for 3 or more people (automatically applied at checkout). If you are wanting to book more than one NET:101 course a 30% discount applies to each booking - please call us directly to arrange this: 1300 946 101.

Facilitators



Tim Martin

Tim is a popular conference speaker and respected trainer, with a 15 year background in online marketing. He regularly presents to CEO groups on behalf of The Executive Connection, and has led social media and internet marketing training programs to thousands of business professionals.



Gaynor Alder

As the founder and editor-in-chief of two online magazines, Gaynor manages 30 writers and has built a thriving social media audience. She also freelances as a copywriter and PR consultant, advising businesses how to build highly engaged social media communities.

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