



## ADVANCED SOCIAL MEDIA PROGRAM

### Social Media Strategy

Use a strategy canvas to:

- align your social media activity with your stated organisational objectives, i.e. customer relations, leads and sales, brand visibility, crisis management, corporate reputation (thought leadership), event coverage, advocacy or recruitment.
- clarify the content demands to sufficiently fuel each of your chosen social media channels.
- systemise the cross-promotion of your posts amongst your social media channels for extended reach.
- install bridging calls-to-action to move your social media community to your conversion end-points, i.e. your website, retail environment, contact centre or event.
- measure your social media derived conversions for return-on-investment reporting or internal justification.

### Social Media Publishing Calendars & Scheduling

Establish a publishing or content calendar based on your objectives and resource capabilities; use a content canvas to plan your posts based on angle, format, timing, distribution points and reportable metrics; pre-schedule elements of your social media publishing schedule using Hootsuite.

### Facebook Advanced

Review brand page quality indicators; increase page Likes naturally by consistently engaging your existing fan base; familiarise yourself with the Facebook newsfeed algorithm to maximise the organic (unpaid) reach of your posts; boost key posts at key times for extended reach; run gated-entry competitions using third-party apps; advanced reporting for brand page and individual post performance.

### Twitter Advanced

Advanced keyword/ hashtag searching to target the right users to follow; build a community around your brand through proactive and consistent engagement; segment users into manageable marketing and communications lists; understand common Twitter abbreviations and user etiquette; insert rich media into your tweets, i.e. images, video and audio.

### Instagram vs. Pinterest

Compare two powerful social media platforms, each with their own particular ways to capture, arrange and share images; contrast the differences between these platforms for branding, events, ecommerce and product categorisation.

### Social Media Hashtags

Adopt hashtags as part of your social media publishing for increased visibility; define hashtags by category and use; promote your brand, competition and event related hashtags offline to facilitate social media sharing.

### Social Media Image Management

Apply simple and effective text and brand overlays options for your image-based posts; position strong visual branding across your social media platforms; source free images for your posts; use sophisticated online image editors for cropping, effects, overlays, frames, textures and collages.

### Social Media Storyboarding

Curate and distribute your own interactive storyboard by assembling select social media posts from other people or your own - discover an effective means of capturing the best social media stories generated around industry news, your events, or for social media campaign reporting purposes.

## BOOKING INFORMATION

**Cost: \$745**

### Group and Multi-Course Discounts

20% for 2 people and 30% for bookings of 3 or more - automatically applied at checkout. If wanting to book more than one NET:101 course a 30% discount applies to each booking - please contact us for a discount code. Discounts cannot be combined.

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