

## HOW TO GET YOUR AUDIENCE TO FACE YOU ON SOCIAL MEDIA

**Most businesses have a facebook or Instagram audience, but did you know that over 90% of those audiences have turned their backs on your brand????!!!? WHY?**



**Learn a proven strategy that will get your audience to turn around and face your brand in 3 months**

**Topics to be covered :**

- How to socially engage
- How to create trust
- How to move to action
- What does a winning post look like?
- It's ALL about the VISUALS & the TONE
- What does your audience need from you?

**Date: Friday, 9th June from 9.30am to 12.30pm**

**Venue: Illawarra ITeC, Cnr Fox and Miller Streets, Coniston**

**Cost: \$55.00 Book today on 4223 3100 to secure your spot!**

*EFTPOS and Direct Debit Facilities available, payment must be made at time of booking*

### About Melinda

Melinda's a Social Media Specialist, and a mum, with a passion for fostering loyal online followings. Her small team works with businesses, individuals, and not-for-profit organizations to help establish and maintain a dynamic social media presence, particularly on Facebook and Instagram. Her professional background is in the Arts (BFA), Adult Education (Grad. Cert. TEASOL), Community Development (Dip.), and Communications.

She understands different audience needs and creates momentum, building engaged followings both on and off-line.

In 2015 Melinda started a facebook group, 'Indigenous Rise', to honour First Nation's People around the world. Today the group has 6 Admins., over 3,500 members, 5+ daily requests to join, and will soon establish its own website - all organically, with no advertising!

