

## UNDERSTAND YOUR AUDIENCE ON SOCIAL MEDIA

**Audience Psychology is a real thing!**

**Your followers have certain expectations of the brands that they engage with on social media.**

**To succeed in building and strengthening your brand with your audience, you need to learn the art of GETTING THEIR ATTENTION and then KEEPING IT over a long period of time.**



**In this workshop you will learn practical ways to grow and sustain an organic and engaged audience.**

**Date: Wednesday, 7th November from 9.30pm 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 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 4000+ members, with daily requests to join, and will soon establish its own website - all organically, with no advertising!

