



GETTING STARTED WITH SOCIAL MEDIA WORKSHOP

**October 28 & November 4
6:30pm - 9:30pm**

Oak Hammock Marsh

Every day, more and more small businesses and non-profits are discovering the value of being active on social. Social media allows them to reach a wide audience in a quick, cost-effective way and provides a way to tell their stories.

During these workshops we will explore the basics of social media for small businesses and non-profits, and discuss how your organization or group can utilize this tool to better communicate with your members, clients, other groups and the community at large.

LEVEL 1—MONDAY, OCTOBER 28TH

- Review the most popular social media platforms (Facebook, Instagram, Twitter) and share some tips and tricks on how to maximize your efforts on each one.
- How to create a Page, Group and/or Event on Facebook
- Discuss why non-profits and small businesses should be using social media and what are the benefits
- Building policies and guidelines (both internal and external) for your social media

LEVEL 2—MONDAY, NOVEMBER 4TH

(Must have taken Level 1 or know the information covered in Part 1—there will not be any review of Level 1 topics)

- How to create a social media strategy for your non-profit or business
- Understanding what social media metrics are and how to measure their effectiveness for your organization
- Creating a content strategy and managing your time on social media

COST PER SESSION: \$15 for ITA Members; \$20 for Non-Members

(This training is being subsidized by ITA – the regular cost of the training is \$40/person)



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Interlake Tourism Association: Toll Free: 1-877-468-3752 or (204) 322-5378
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REGISTER EARLY, THERE IS LIMITED SPACE.

No refunds for cancellation within 7 days of the sessions.

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