

INVITATION

# SOCIAL MEDIA WORKSHOP

SOUTHERN QUEENSLAND COUNTRY TOURISM

**WEDNESDAY**  
**17 AUGUST**  
1.00pm - 4:00pm



## Advanced Social Media Workshop

Become a Social Media Superstar in this 3 hour hands-on workshop!

If you're looking to create a compelling social media content strategy and learn the tools that will help your business cut through the noise and stand out from the crowd, this workshop is for you.

In this interactive three-hour workshop, Kim Skilton from What Matters Marketing will guide you through a proven framework to plan and amplify your social media activity. Learn tangible skills, strategies and tools that you can implement in your business straight away.

This workshop will cover:

- How to create a Social Media Strategy that works
- How to create compelling content without the overwhelm
- How to maximise your impact on Social Media using posts, stories, reels & hashtags
- How to schedule your social media content using a free scheduling tool for Facebook + Instagram
- Overview of paid advertising on Facebook + Instagram
- BONUS - 365 Social Media Content Ideas valued at \$47

<b>WHEN</b>	<b>Wednesday 17 August, 2022, 1:00 - 4:00pm</b>
<b>WHERE</b>	Curly Carrot, 7558 New England Hwy, Crows Nest
<b>COST</b>	SQCT Members - free Non-SQCT Members - \$95 Not a SQCT member? sign up for free, ask us how

**REGISTER:** Limited spaces, secure your spot today by contacting [jen@sqct.com.au](mailto:jen@sqct.com.au)