

SOCIAL MEDIA FOR NOT-FOR-PROFITS

Whether we like it or not, Social Media is a powerful marketing tool and every not-for-profit can benefit because it can help us reach more clients, donors, volunteers and potential employees in very cost-effective ways. Social media should be a key component of every organisation's marketing strategy! This 'hands-on' course provides participants with a toolbox of tips, techniques and ideas that can be introduced into your organisation almost immediately.

COURSE TOPICS:

- ✓ Who's using social media and why
- ✓ How social media can help your organisation
- ✓ The major platforms and features
- ✓ What should be included in your social media policy
- ✓ How to develop your organisation's social media strategy
- ✓ The techniques. What to do and how
- ✓ Social media hacks and other time-saving tools
- ✓ Paying for social media advertising. Yes or no?
- ✓ Oops! ... social media crisis management

WHO'S IT FOR?

- CEOs and divisional managers
- Marketing managers
- Those responsible for IT
- Fundraising managers
- Anyone interested in social media marketing



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Course Facilitator

YOUR FACILITATOR

Stacey Murray has extensive experience as a social media consultant and trainer specialising in social media strategy. She works across the private, not for profit and higher education sectors and has a genuine passion for helping organisations build relationships with their existing and potential audiences via social media, blogging and email marketing. She has a real passion for teaching others more about the wonderful world of digital. Her courses are engaging and practical. Stacey has a Bachelor of Training and Development, Diploma of Business and Cert IV in Training and Assessment.

For more information visit our website
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