



April 2017

Social Media 101 and 201 Courses

Everywhere you look, social media is there!

Our Social Media Coordinator Clairra, will once again be teaching Social Media to the Preston BIA Membership. The people who attended last year's course were very happy with it and are asking for a more advanced course so we will be offering a beginner and intermediate level course in May. There is no cost for this course.

Social Media 101 Course Tuesday May 16th, 9-10 am

Who says social media isn't fun?!

With the way our world is changing, it is important to build a genuine following of individuals interested in you and your brand. Come out and learn the fundamentals on how to set up an account, post, and maximize your reach by creating unique interactions for your audience and followers.

Not sure what social media accounts to set up? Here's your chance to ask your questions. Learn the best use for a #hashtag, how to follow and unfollow accounts, how to get your message out there, and how to build goodwill through the sharing of content. Develop an understanding of how to manage your social media accounts and to create relevant content to boost your audience engagement.

Social Media 201 Course Tuesday May 23rd, 9-10 am

Have you already attended our BIA Social media 101 course? Ready to take your skills up a notch? Then this class is for you!

Social media has been taken up by all ages from tweens to grannies. This next level social media crash course will make sure your business has a strong social media presence for Little Italy's biggest summer event, Italian Festival 2017. We will teach you how to maximize and reach your business' key clients and broaden your audience.

During this training session, we will explore more intermediate concepts and you will learn skills such as:
Creating a unique Italian Festival hashtag for your business and how to implement them within your posts online.
How to leverage your visibility with influencers and attendees of events in Little Italy.
Create engagement for your posts and your business.
How to be generous in social media. The importance of building relationships, sharing the attention, and using techniques such as a 'follow back' to recognize other social media accounts to promote goodwill.
How to find Instagram posts and photos from customers and clients in your location via features such as geo-tagging; and more.

Bring your pen, paper and computers, and mobile devices and let's learn more about Social Media. Location: Preston Street BIA Boardroom, 901 Somerset St. West. Please RSVP indicating which course you want to take, Beginners or Intermediate. RSVP: Clairra Calderone at clairra@greatriver.ca.

