

SOCIAL MEDIA MARKETING

with
Erika McInerney

Monday 16th Nov

Build a stronger social media presence with strategic guidance and real-world examples tailored for tourism businesses.

In this workshop you will learn:

- How to approach social media strategically
- Content and collaboration ideas for tourism businesses, events and local experiences
- Working together in off-peak seasons to drive local and regional tourism
- Best practice and up-to-date tips on getting the most out of websites, Meta and TikTok
- Using AI to support content creation and save time
- Simple paid advertising considerations for Meta platforms



Time: 5:30pm - 8:00pm

Venue: Heyfield Wetlands Information Centre

Dinner provided

Free registration. Bookings essential

Contact 5148 2100 or erinb@heyfield.net

This is a free community event brought to you by the Future of Heyfield Project.

The Future of Heyfield Project is supported by the Victorian Government through the Forestry Transition Program

