



**WESTERN SYDNEY**  
BUSINESS CENTRE

# WORKSHOP

## SOCIAL MEDIA 101

### FOR YOUR

## SMALL BUSINESS

### Workshop Details

#### Date

Wednesday 7<sup>th</sup> June 2017

#### Time

10:00am-12:00pm (2 hours)

#### Venue

Charles Harper Room (Inside  
Hawkesbury Regional Library)  
Deerubbin Centre  
300 George Street, WINDSOR NSW  
(Ask at the Library's front Reception  
desk for directions)

#### Cost

Free to Attend

#### Bookings

Please phone our head office on  
02 4721 5011 or book online at  
[www.wsbusiness.com.au](http://www.wsbusiness.com.au)



**Business**  
AUSTRALIAN SMALL BUSINESS  
ADVISORY SERVICES PROGRAMME  
Delivered by AusIndustry™

### Workshop Overview

*Do you find the social media landscape confusing? Not sure what to do and where to start?*

Social Media 101 for small business is an overview of all social media platforms. This workshop will cover all major platforms from Facebook, LinkedIn, Instagram, Snapchat, Google Plus and You Tube. From setting up your business through to creating a strategy on each, you will leave completely informed and ready to begin prompting your business or service on your desired social media platforms. We will also cover briefly some of the smaller platforms to help you understand what is out there in the market place in order to give you clarity and help you understand social media as a whole.

*Are you ready to let us demystify the social media landscape for you? Reserve your seat today!*

### Workshop Presenter

**Katina Beveridge**



Katina Beveridge is the CEO Strategic Online a Sydney based Digital Marketing Agency. She helps businesses grow through strategic digital marketing solutions.

Katina also shares a passion for teaching and helping small business owners, having been in that space herself she understands the issues small business face every day.

When not completely immersed in work she loves to spend time with her children out in nature.

This project has been supported by the [Australian Small Business Advisory Services programme](#), an Australian Government initiative.