



## Social Media for Tourism and Hospitality

The South Coast Centre of Excellence and Sapphire Coast Destination Marketing invites business operators to attend a presentation on social media.

Social media has become a ubiquitous part of modern society and has fundamentally changed the way we communicate, consume information and share content.

Founder and Director of multi award-winning marketing and creative agency, Milestone Creative Australia joins us to unpack Social Media through the **Fundamentals of Social Media Masterclass**.

Whether you are new to social media or a seasoned social media user, this presentation will provide you a solid understanding of social media and how it can help enhance and grow your business.

### Fundamentals of Social Media: Understanding Platforms, Content and Analytics

This session will provide an overview of the foundations of social media including:

- the platforms available
- the basics of writing posting and engaging
- connections to your broader marketing ecosystem

The presentation will start by covering the basics of each social platform including Facebook, Instagram, Twitter, LinkedIn, Tik Tok and Snapchat, Pinterest and blogging. You will learn about these platforms' unique features, user demographics and the different ways they are being used to share content and build communities. We will look at practical tips and tools to continually generate ideas for exciting content and present it in a visually interesting way to maximise community engagement

The presentation will then delve into tools that enable marketers to become more sophisticated including how to utilise data you already have to enhance your overall digital marketing strategy.

If you are looking to set up or wake up your social media or sharpen your skills, this session will equip you with easy-to-use tools to get the ball rolling.

## Program / event details

**Date:** Tuesday 14 March 2023

**Time:** 16.00 – 18.00

The Fundamentals of Social Media: Understanding Platforms, Content and Analytics

18.00 – 19.30

Networking drinks

**Where:** Tura Beach Country Club

## OUR PRESENTER



The Workshop will be led by Alana Hay, Founder and Director of Milestone Creative Australia – a multi award-winning marketing, digital, social and creative Agency dedicated to the event, tourism and arts sectors.

Alana is an experienced marketing professional with 20+ years' experience in events, hospitality, venues and tourism who will share real-world experiences, insights and reports.

Prior to Milestone, Alana's career spanned events and hospitality including 8 years at Botanic Garden Restaurant, Sydney Olympic Park and Fox Studios. Milestone's roster of clients include major events, tourism and destinations including Destination NSW, Vivid Sydney, Councils, corporate clients, hospitality and venues.

Register [HERE](#)

## Contact Details

### Robyn Johnson

Manager Skills and Opportunities

E: [robyn.johnson@dnsss.com.au](mailto:robyn.johnson@dnsss.com.au)

P: 0418 777 722

### Sam Tooley

Industry Partnerships Specialist

E: [sam.tooley@dnsss.com.au](mailto:sam.tooley@dnsss.com.au)

P: 0499 093 467