



## Social Media for Tourism and Hospitality

The South Coast Centre of Excellence, with the support from the Eurobodalla Shire Council, 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 in two unique sessions: **Fundamentals of Social Media** and an advanced **Deep Dive into Strategy, Data and Analytics**.

Whether you are new to social media or a seasoned social media user, these presentations 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.

### Unleashing the Power of Social Media: Deep Dive into Strategy, Data and Analytics

This two-hour deep dive Masterclass on Social Media will provide a comprehensive understanding of how to effectively utilise social media for business purposes. The workshop will cover a range of topics including strategy development, content creation, audience engagement and analytics.

The first hour of the workshop will be dedicated to developing a social media strategy. Attendees will learn about the importance of defining clear goals and target audiences, as well as selecting the right

platforms to each those audiences. The workshop will also cover best practices for creating completing content and using visual aids to engage with followers.

In the second hour, attendees will dive into the world of social media analytics and learn how to measure their performance and optimise their strategies. The workshop will cover key metrics such as engagement rates, reach and audience demographics. Attendees will also learn how to analyse Google Analytics and Meta to monitor social media efforts and make data-driven decisions.

Whether you are looking to hone your skills or take your social media presence to the next level, this two-hour deep dive workshop will provide you with the tools and strategies you need to succeed in the ever-evolving world of social media.

Throughout the sessions, attendees will have the opportunity to ask questions and engage in discussion providing comprehensive and interactive learning experience.

## Program / event details

**Date:** Wednesday 15 March 2023

**Time:** 14.00 – 15.30

Session 1: The Fundamentals of Social Media: Understanding Platforms, Content and Analytics

16.00 – 18.00

Session 2: Unleashing the Power of Social Media: A Deep Dive into Strategy, Data and Analytics

18.00 – 19.30

Networking drinks

**Where:** Oaks Ranch, Mossy Point

## 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

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