

Social Media for Local Government

Stay informed about the latest social media trends

Synopsis

Our half-day course is suitable to all council officers who are implementing or managing a social media strategy.

It is suited to those creating shareable social media content with a focus on communicating with your communities. Our course also provides guidelines and resources to allow you to positively showcase the work of councils using social media.

Course Topics

Our course topics include:

- Combine community, context, content to connect
- Current digital communications landscape and trends
- Social media for Councils – Facebook, Instagram, X, LinkedIn, Tik Tok
- Develop a goal-orientated social media strategy
- Transmedia storytelling
- Social Media guidelines
- Community engagement
- Emerging communication tools
- Social media strategy
- Tips for getting the most out of social media
- Action and content marketing plan.

Course Details

Delivery:	Inhouse or Virtual delivery
Structure:	Interactive Workshop
Time:	3 hours
Class Size:	Max 15
Cost:	On request

About the Trainer



Dr Lisa Harrison: Micro-Influencer Researcher and Educator

Dr Lisa Harrison is a dedicated researcher from the Queensland University of Technology, specialising in the study of micro-influencers within the creative industries. Her groundbreaking thesis investigated the professional practices of micro-influencers, who are influential social media users emerging in engaged smaller online communities.