

‘Maximise Your Social Media’ Webinar on Zoom

Following on from successful storytelling and social media workshops held over previous years, we are delighted to welcome back Louise Mason, Your Marketing Specialist and Claire Davies, The Greedy Wordsmith, to lead this FREE informal webinar on Zoom.

Who is this webinar aimed at?

Business owners or team members who manage social media accounts in East Yorkshire and the surrounding area are invited to join us.

Local food and drink producers, food service and catering, accommodation providers and other leisure venues or hospitality businesses will all benefit from this training, even if your premises are temporarily closed due to COVID-19.

Suitable for beginners to advanced social media users, but we recommend that you have at least one active social media account.

Content

Social Media is a prime marketing tool right now. Communicating with your customers during a pandemic is essential. So is making sales as we head into prime holiday selling season with Black Friday coming up, the countdown to Christmas and not to mention planning content for 2021.

In this webinar, we will discuss how you can make the most of your social media channels to attract new followers, maintain customer relationships and maximise sales opportunities now and into the new year. There will be a live Q&A session, so that you can get answers specifically tailored to your business that you can take away and action.

We will be predominantly focusing on Instagram, but business owners who are active on other platforms like Facebook, Twitter and LinkedIn will also be able to apply the learnings to their business and get their questions answered.

The webinar will also give you the opportunity to network with like-minded businesses and discover the benefits of belonging to local business networks. A member of the VHEY team will be on hand to advise how to benefit from participating in their marketing campaigns and engaging with their social media channels.

Dates and Time

Wednesday 18 November: 10.00am – 12 noon

Monday 23 November: 10.00am – 12 noon

This interactive webinar will take place on Zoom, in Louise’s virtual video meeting room. Participants will receive a link by email to access the Zoom room, but you will need to download Zoom onto your laptop or phone if you do not already have it. It's completely free and you don't even have to set up an account to join the Zoom room!

Attendance is FREE, but registration is required. To register, please complete and return the attached booking form to: Julia.Soukup@eastriding.gov.uk (NB: As numbers are limited, we can only accept bookings from a maximum of 2 people per business).



BOOKING FORM

‘Maximise Your Social Media’ Webinar

(Please ✓ as appropriate and complete using BLOCK CAPITALS)

☐

I/we would like to attend the Zoom Webinar on Wednesday 18 November

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I/we would like to attend the Zoom Webinar on Monday 23 November

Name(s) of delegate(s): _____

(NB As numbers are limited we can only accept bookings from a maximum of 2 people per business)

Business Name: _____

Type of Business: _____

Address: _____

Postcode: _____

Telephone: _____

Email: _____

(Please complete email address so we can confirm your place and send Zoom link)

Web Address: _____

Facebook Page: _____

Twitter ID: _____

Instagram Account: _____

**Please return your completed booking form by email to:
Julia.Soukup@eastriding.gov.uk**

(For further information, please contact Julia Soukup on 07970 904800).