

# What Not-for-Profits Need to Know About Social Media

Monday 2 April 2012 | 9:30am - 4:30pm | West Perth

## Who should attend?

This workshop is ideal for anyone who has heard about 'Social Media' and wants someone to actually tell them what it means.

Senior Staff, Operational Managers and anyone with a role in marketing their organisation will benefit from this workshop.

## What have others said?

*"Very informative. Opened my eyes as to what we can use for our services" - 2011*

*"Good to get an overview of the social media options available" - 2011*

## Want to register?

Gina Olivieri 9420 7222  
training@wacoss.org.au

Register online at [www.wacoss.org.au](http://www.wacoss.org.au)

## Want us to come to you?

Can't come to this training, or have a number of staff who want to do this or other training courses? Why not get us to do in-house training at your premises?

For quotes and enquiries, contact WACOSS Training Coordinator, Michelle Burgermeister on 9420 7222 or [michelle@wacoss.org.au](mailto:michelle@wacoss.org.au)

## What will you learn?

1. An introduction to Social Media
2. Creating a Social Media Strategy
3. The risks associated with Social Media
4. The potential for your organisation and how you could use it to your advantage
5. A check list to assess your readiness for introducing Social Media

## Need more information?

This is an introduction to using Social Media in the not-for-profit sector.

Learn what Twitter and Facebook are, how they work, what the benefits are and more importantly what the risks can be.

If your organisation is considering using Social Media or has recently started using Social Media then this workshop is vital in making sure it is being used appropriately and effectively.

## About WACOSS

WACOSS is the leading peak organisation for the Social Services sector in WA. Our vision is of a just, sustainable and equitable society now and into the future.



\$160 WACOSS Members | \$230 Non-Members | \$280 Corporate/Government