

Social Media for Local Government

Stay informed about the latest social media trends

About the Course

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:

Social media strategy

- Setting measurable goals and aligning them with council priorities

Community engagement:

- Community guidelines, best practice and creating engaging channel ready social content

Social media marketing:

- Utilising social media tools to boost and sponsor posts to reach target audiences

Staff, your community and social media:

- Nurturing a network of advocates to help you reach your social media goals.

Course Details

Delivery: Inhouse or virtual delivery

Mode: Interactive workshop

Time: 3 hours

Class Size: 15 max

Cost: On request

About the Trainer

Dr Lisa Harrison

Micro-Influencer, Researcher and Educator

Dr Lisa Harrison is a dedicated researcher from Queensland University of Technology (QUT), specialising in the study of micro-influencers within the creative industries.



Her background thesis investigated the professional practices of micro-influencers, who are influential social media users emerging in engaged, smaller online communities.