



Peak Services delivers deep expertise in the local government sector. We understand the business of councils. Challenge us.

SOCIAL MEDIA FOR LOCAL GOVERNMENT – 1 DAY COURSE

AUDIENCE	SHORT COURSE TOPICS	LEARNING OUTCOMES
<p>Council officers who are implementing or managing a social media strategy, creating shareable social media content which aligns with council communications priorities and providing staff with guidelines and resources to positively showcase the work of council across social media.</p>	<ul style="list-style-type: none"> • Social media strategy: Setting measurable goals and aligning them with key council communication and business 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 	<ul style="list-style-type: none"> • Understanding how to quantify social media success and build practical strategies to reach council goals • Governing an engaged social media community • Understanding key techniques and platforms available to boost the reach of social media updates via monetised posts • The ability to successfully engage staff and community advocates to help positively promote the work of council in the community



COURSE DETAILS

Delivery	An interactive session with practical hands on advice and live social media demonstrations. Our trainers can customise or tailor the course to your specifications or needs and deliver in-house providing you with a cost-effective and efficient training session.
Duration and Location	Our standard structure for this workshop is 1 day and can be delivered in any metropolitan or regional area of Queensland. Customisation is available based on individual council requirements.
Fees and Inclusions	Please contact Peak Services for course fees or a proposal for onsite/in-house training.

PLEASE CONTACT PEAK SERVICES FOR COURSE FEES OR A PROPOSAL FOR ONSITE/IN-HOUSE TRAINING PROPOSALS

**REGISTER NOW
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