

A photograph of four business professionals in an office setting. A man in a grey suit and glasses is seated at a desk, smiling and gesturing with his hands while looking at a laptop. Three other people (two men and one woman) are standing around him, looking at the laptop and smiling. The background is a bright, out-of-focus office environment.

# Social Media Strategy for Business

## **Facebook! LinkedIn! Twitter! YouTube!... What's all the fuss about?**

These highly interactive online social media spaces offer your business great ways of communicating and listening to your existing customers and widening your market share.

They also offer the opportunity to attract and retain valuable staff through brand recognition.

**Salisbury Business  
and Export Centre**  
*"Building Business Success"*

However, you need to understand the pros/cons of social media, as well as, plan and resource your approach to social media effectively.

**Tuesday 22 May 2012,  
4.30pm-7.30pm  
Polaris Centre, Innovation House,  
Mawson Lakes Boulevard, Mawson  
Lakes.**

Register at [www.salisburybec.com.au](http://www.salisburybec.com.au) or call 8260 8279 to attend one of our workshops for \$50 (plus an one hour of complimentary mentoring) or for any four workshops pay just \$175 (plus two hours of complimentary mentoring).