

Workshop guide to achieving high levels of engagement on Facebook

As Facebook limits the number of people that see each post to just a percentage of the total number of fans or people who like pages, savvy PR professionals and social-media mavens need to understand how to achieve the highest level of engagement with the minimum investment.

In an intensive three-hour session on Monday 14 March from 2-5pm, blogger and social media consultant Dax Villanueva provides the insights and tools on how to make the best of Facebook.

He will cover:

- Why is Facebook important?
 - Facebook's place in the digital strategy
 - Developing a content strategy
 - Techniques for harvesting content
 - Pages vs profiles vs groups
 - Setting up a Facebook page correctly
 - Techniques for growing your following
 - Using Facebook (post types, hashtags, tagging, links, etc)
 - Facebook etiquette
 - Tracking and maximising exposure
 - Handling negative posts
 - Facebook advertising
 - Working with influencers for maximum impact
 - Using Facebook insights
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- Tools

It will be hosted by PR-Net at Richard's Supper Stage and Bistro in Sea Point, Cape Town. For more information, go to www.pr-net.co.za.

For more, visit: <https://www.bizcommunity.com>