

# Social Media 101 for Business Professionals



## About Paul Tonich:



Paul Tonich is director of Altitude Real Estate in Western Australia and is one of Australia's most awarded real estate Professionals. A regular business speaker across Australia,

Paul is best known for his ability to build his personal and business brand and his ability to 'reinvent' to suit the market.

A true social media advocate, and a pioneer of change - Paul has become a leader in the use of Social Media tools for business within his market. He believes embracing the phenomenon that is 'Social Media' has rewards for every level of the business.

Connect with Paul at:

<http://www.facebook.com/Altitudere>  
<http://twitter.com/Altitudeteam>

Social media is fast becoming an essential business skill. Whilst it may seem like a foreign language to the uninitiated Social Media is having a massive impact on the world we live in and the business environment we operate within. Social Media is here to stay and it's following is growing by the day.

Presented by Social media advocate - director of Altitude Real Estate in Western Australia - [Paul Tonich](#), -this fascinating full day workshop de-mystifies the social media world, teaching you how you can effectively use all it has to offer in your personal and business communications. The great news is you already have the skills required to be an expert social media marketer - this workshop will give you the mindset shift you require to embrace and use social media tools available in a fun, highly productive and intuitive way.

## What you will learn:

- What is social media? Why it's important to your business?
- Platforms of participation. What are they? Why all the fuss?
- What is a blog and why it's essential to any social media strategy
- Blogging basics. Getting started
- Facebook - the essentials
- Twitter - nurturing relationships 140 characters at a time
- Developing policies for social media engagement in your organisation
- Listening to what the web is saying about your company
- Shaping the unshapable conversation
- Dealing with negative publicity
- Social media culture
- Conversations that shape brands
- Inbound versus outbound marketing
- Responding to negative comments
- Social media optimisation
- Messages that create interaction
- Strategic transparency

## Duration :

1 Day Workshop