

Social Media Workshop for Businesses

Learn How to Improve Your Online Presence

Classes are \$10 each Pay at the door
Seating is Limited!

To reserve a space contact us at:
community@ci.elgin.tx.us or 512-229-3227

Facebook & Instagram Fundamentals

7:30am Friday, February 16, 2018

Elgin ACC Campus Room 1276



How to get your business or brand set up on Instagram and Facebook. This class will cover the basics of how to use social media, such as how to create a profile, update business information, post, create events, etc. We will discuss the fundamentals of social media, such as the difference between a personal and business Facebook page, what kind of customers are using different platforms, how to make your Instagram and Facebook sync, what is a hashtag, how to tag another person or business, scheduling posts, geotagging, what is a story, etc. This class is more about the functionality, not about strategy or branding--come to the follow up class for those!

Facebook & Instagram Strategy

7:30am Friday, February 23, 2018

Elgin ACC Campus Room 1276



Come prepared with your Facebook and/or Instagram already set up and signed in. This class will cover how to leverage your social media when you already know the basics of how it works. We will cover paid advertising, maximizing your reach, getting algorithms to like you, how often to post, how to interact with your followers, how to convert posts to sales, looking at insights on your posts, and more.

Utilizing Other Online Platforms

7:30am Friday, March 2, 2018

Elgin ACC Campus Room 1276



This class will cover how to use online resources other than Facebook and Instagram, such as Google Business, Yelp!, blogs, newsletters, Pinterest, YouTube, and more to engage potential customers and clients.

www.elgintx.com