

# Social Media for Elected Members

**Establish and maintain your effective social media presence.**

## Synopsis

This workshop has been developed for Qld Elected Members and looks at how best to maintain and establish their social media presence.

Our program will cover how to set up your social media to best work with 'digital warriors'. We will also discuss the do's and don'ts of online engagement; learn how to respond to criticism constructively, manage personal attacks, and maintain transparency while upholding community trust.

## Course Topics:

- Social Media Update: current trends
- Building your community and influence
- Establishing guidelines and a personal strategy to reach your goals
- Case studies in local government and social media
- Strategies to reduce digital negativity
- Measuring your success
- Supporting and intersecting with your Council's social media strategy and goals
- Reminder of ensuring the EM Code of Conduct (social media) is followed.

## Our trainers

Our specialist facilitators bring years of Local Government training experience to guiding and inspiring participants, helping them build confidence and capability across a wide range of disciplines. Join us for this lively, instructor-led, interactive, and practical course designed to enhance skills and support participants in navigating real-world challenges.

## Audience

Our courses are specifically designed for Queensland Local Government officers, delivered by experienced facilitators and enriched with practical local government content. Each program has been developed to suit the needs and priorities of your council, ensuring relevance and impact for your chosen audience.

## Workshop details

**Delivery:** In-house or virtual.

**Duration:** 3 hour interactive workshop.

**Class size:** Max 15.

**Price:** On request.