

Navigating the Social Media Maze: Tips and Tools to Market your Career Practice

Ms Catherine Cunningham¹

¹*The Career Consultancy*

Biography:

Catherine has an active presence across all major social media channels. She has written a regular career blog since 2012 and she re-purposes this original content via vlogs, infographics and videos. She is totally self-taught when it comes to social media activity and uses no external marketing advisors.

Catherine is also the author of 'My Career Rules!: Recipes for Career Success in 21st Century Australia'.

The days of advertising career services to the public via newspaper classified ads are long gone. Today, there is no escaping the importance of social media for both advertising and marketing. Yet, the complex web of sites, activities and resources appears both daunting and expensive.

It need not be so. It is possible to create a strong social media presence without using external marketing providers so that over time, you become the 'go-to' career expert in your market.

In this multi-faceted workshop, you will:

1. Analyse which social media sites suit your needs and consider their different 'voices': Facebook, Twitter, Instagram, LinkedIn and influencer sites such as Medium.
2. Assess key social media activities: blogs, infographics, vlogs, videos, ads, Calls to Action, email mailouts.
3. Learn how to construct interesting and useful career content that can be used across both Facebook and Twitter, and how to schedule your posts.
4. Discover tools such as: Animoto, Canva, Visme, Mailchimp and Hootsuite.
5. Uncover free content sites such as: Unsplash, Pixabay, Google Images Advanced Search and Pexels
6. Create and analyse specific social media content, alone and in workshop groups: Career Tips, Career Quotes, Career Videos and Facebook.

Most of all, you will discover a pathway, where you can 'start at the very beginning' and learn how to increase the complexity and variety of your social media content, according to your needs. It is your passport to the not-so-new world of social media.

This session is suitable for career practitioners in private practice but also for school career advisors who wish to create their own career content for students.

Attendees are advised to bring their notepad/laptop in order to participate fully in the interactive activities. It would be helpful if attendees set up a free account with Canva before attending the session.