



MEDIA RELEASE

March 6, 2020

Petawawa, ON – We are pleased to announce that Renfrew County Community Futures Development Corporation (RCCFDC) is now a partner in the Service Concierge program. “Supporting community initiatives that provide solutions to identified challenges is a key organizational objective,” says Diane McKinnon, Executive Director of RCCFDC. “Sharing knowledge, resources and opportunities to enhance our businesses and their impact in the local marketplace is integral to building healthy, vibrant communities. The Service Concierge program is an innovative response to working with and for business development.”

The next phase in the Service Concierge digital media program involves a series of workshops in March and April, focused on improving social media platforms, content and performance. Through the partnership with the Town of Petawawa, City of Pembroke and the Township of Laurentian Valley, we are able to offer each workshop on two different days and in different locations, rotating between the partner communities. We anticipate this will encourage participation and provide businesses with an option of workshop location and time that best suits their needs. Workshops are limited to fifteen (15) participants to support interactive, meaningful and educational engagement.

The five workshops will be on the following topics:

Facebook for Business;
Instagram Essentials;
Intro to SEO (Search Engine Optimization);
Writing for Social Media; and
Instagram Content Creation and Playground.

In **Facebook for Business**, this hands-on workshop will address the key components of Facebook, building your brand on Facebook, creating engaging Facebook content and a review of how Facebook’s ads work.

Instagram Essentials will explore the best approach to building and maintaining your Instagram profile in a way that will drive growth, and support your overall business

strategy. In addition to a platform overview, storytelling, video and engagement building strategies will be reviewed.

Intro to SEO will answer whether or not your business can be found online. This workshop will empower you with the knowledge of what SEO means and how you can control the narrative and outcome. SEO is not a science, but there are tips and tricks that you can incorporate which will make your business a searchable listing.

Writing for Social Media will focus on a balanced and consistent media strategy to ensure your content reaches your target audience. You will leave this workshop with media content for the month and an understanding of how to write engaging copy for both Facebook and Instagram platforms.

The **Instagram Playground** will be an interactive creation of visual content for your social media. In addition to capturing some real images, in the Paperback Boutique photo labs you will learn how to build professional and engaging visual content that will support your business brand and the different photo details for both Facebook and Instagram platforms.

Participants must register and pay the workshop fee in advance. Workshop fees are \$10 plus HST and any applicable online processing charges. Class sizes are limited so register early to secure your spot. If you wish to participate in all five workshops you will have to register for each individually, selecting the workshop location and time that best suits your schedule. Tickets are non-refundable but can be transferred to anyone you choose. Make sure to bring your ticket to the workshop. Each ticket will be entered into a draw for a grand prize to be awarded at the end of this program.

More details on the digital media workshops and links to online registration can be found by visiting the Service Concierge sections of the partner websites provided below.

For further information, contact:

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