

Service Concierge Digital Media Program Goes Digital

The Service Concierge partnership had just launched Part 2 of our Service Concierge – Digital Media Program, a series of workshops on five key subjects to support businesses improving their digital platforms' content and messaging, when we had to postpone due to COVID-19.

In order to support our businesses who need these resources now more than ever, we have adjusted the program and will now deliver five digital media workshops virtually. The workshops are:

- **Facebook for Business 101**
- **Using Instagram to Grow Your Brand and Business**
- **Writing for Social Media**
- **Intro to Visual Content Creation**
- **Why Facebook Isn't a Website**

Workshops will be delivered by Paperback Events through Zoom. Workshops will be limited to 15 participants to ensure quality interaction. **Interested businesses in the City of Pembroke, Town of Petawawa and Township of Laurentian Valley will be able to register for these workshops at NO CHARGE.** Note: If you register for a workshop, please participate or notify the organizers immediately if your plans change so that another person can be assigned your place in the event registration is full. Registration is through Paperback Events' Eventbrite portal and is necessary in order to receive the workshop materials by email before the workshop, and to receive the Zoom workshop login details.

Below are the five workshops, their descriptions and individual registration links.

Facebook for Business 101

Let's transform the way you're using Facebook for your business and discuss how to use it effectively during this time. Facebook is the largest social media platform and is an essential tool for most local businesses. But with the changing landscape of social media and digital marketing, and the realities of COVID-19, are you using it correctly?

In this virtual, hands-on workshop, we'll focus on the following:

- Key components of Facebook
- Building your brand on Facebook
- Creating engaging and appropriate Facebook content
- Facebook ads

We'll help you update your Facebook page so you can use it as a key part of your digital marketing strategy. You'll leave this workshop with a thorough understanding of how to use

Facebook and Facebook ads to grow your business as well as how your strategy needs to shift and adapt to our current reality.

You'll receive a worksheet and cheat sheet ahead of time and be asked to use you Facebook app during the workshop.

Zoom Virtual Workshop: Wednesday, April 22, 10-11 a.m.: [Register online](#) now.

Using Instagram to Grow Your Brand and Business

Instagram is one of the largest social media platforms. Instagram offers a unique way to build your brand presence and connect with potential customers. With COVID-19 forcing us to shift our focus on digital marketing, Instagram is an excellent tool for you to use for storytelling and to build a connection with your audience. In this workshop, we'll be exploring the best approach to building and maintaining your Instagram profile to grow and support your overall business strategy.

The workshop will focus on:

- Key components of Instagram
- Building your brand on Instagram
- Visual storytelling
- Instagram stories and the power of video
- Building engagement

We, The Paperback Girls, fundamentally believe that Instagram is one of the strongest platforms to engage a particular target market. We're excited to share our tips and tricks with you about how to use Instagram effectively in our local community and in light of our current economic and social realities.

This is both for people new to Instagram or businesses who have some experience with the platform. You'll receive a storytelling worksheet ahead of time and be asked to use it, as well as your IG app, during this workshop.

Zoom Virtual Workshop: Wednesday, April 29, 10-11 a.m.: [Register online](#) now.

Writing for Social Media

Most business owners find it hard to post consistently on social media. As a result, a lot of social media feeds are inconsistent with sporadic content that isn't strategic. Posts fall short in that they're not engaging a pool of potential customers. In this workshop, we're going to look at two major things:

1. Building a social media strategy
2. Writing effective copy for social media

You'll leave the workshop with a month's worth of content, a template to plan your monthly social media calendar, and an understanding of how to effectively write engaging copy for your Facebook and Instagram platforms.

You'll receive a blank template ahead of time to be filled in during this workshop.

Zoom Virtual Workshop: Wednesday, May 6, 10-11 a.m.: [Register online](#) now.

Intro to Visual Content Creation

In this workshop we're going to discuss how to create engaging visual content for your social media. One area many businesses fall short in is posting visually-engaging photos to their Facebook and Instagram profiles. Professional photos always perform better and show your audience, and potential customers, that you are invested in your brand.

However, if you aren't able to invest in those photos right away, we have the next best thing! We're going to show you how to think through the kinds of photos you need for your Facebook and Instagram feeds. We're going to discuss what makes a good photo, how to create on-brand graphics, and how to pair photos with written your written copy.

Plus, we're going to have you play around at home and create some visual content right from your desk!

You will require a laptop or mobile device. Once registered, you will receive a Zoom invitation with a link before the workshop begins.

Zoom Virtual Workshop: Wednesday, May 13, 10-11 a.m.: [Register online](#) now.

Why Facebook Isn't a Website

Welcome to the world of websites and SEO – search engine optimization. You've probably heard of these three letters as they are everywhere when it comes to digital marketing. But what does SEO really mean and what can YOU do to change the narrative? In this workshop, we'll take a closer look at what SEO really is, why it's important, and how you can take control and help change your online presence. SEO is not a science, but there are tricks we can learn and implement to make you business more searchable.

This workshop will focus on the importance of a diverse online presence, particularly websites and why Facebook alone won't cut it.

Registrants will receive a keyword and SEO worksheet ahead of time to use during the workshop.

Zoom Virtual Workshop: Wednesday, May 20, 10-11 a.m.: [Register online](#) now.