



# Social Business Matters

Measuring your Return on Social Media Investment



**WHEN:** MONDAY, MARCH 18, 12:00-1:00PM

**WHERE:** LIBRARY SEMINAR ROOM, TAREE CAMPUS

**ATTEND ONLINE:** <https://webconf.det.nsw.edu.au/ve/>

To register, please complete this short survey: <http://goo.gl/p9tdS>



## SPEAKER

### Meredith Collins

*Social Media Strategist*  
Video.Social.Marketing

"Social Media was a confusing and out there media that we didn't think was for us....Meredith changed all that. She made it easy to understand, showed how powerful a tool it actually was and proved that it was necessary for any company wanting to grow and be leading edge."  
MD – NSW TAFE Institute

## CONTENT

At the end of this session you'll be able to:

- Outline the psychology of social media
- Identify how social media can impact a business's reputation online
- Identify how social media can improve your website's Google ranking
- Identify how social media can influence online visibility
- Identify two ways to measure the success of social media

Join students and teachers from the business faculty as they connect virtually with Virtual Enterprise Australia and business mentors across the region to explore the impact of social media in business. For more information on the event, visit <http://goo.gl/0km6L>



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