

# ACTIVATE SEMINAR SERIES

## SOCIAL MEDIA FOR CREATIVES

with Alicia Wakeling, Head of Marketing, Freerange Future



**Join Alicia Wakeling, Head of Marketing at Freerange Future to learn how to use social media to your advantage while building your creative business.**

It might not come naturally to everyone but there's no denying that being on social media as an artist is a must-do. It helps you to be discoverable, make local and international connections and develop audience relationships.

We've mostly found ourselves with a little more spare time usual in these strange COVID-19 times, so why not use this time to enhance and plan out your social media presence?

This workshop will help motivate you to do just that. We'll explore:

- A snapshot of the latest insights and trends in social
- Platform-specific techniques for Facebook and Instagram
- Understanding your audiences
- Creating an effective content mix
- Using a social media plan
- Opportunities in advertising
- Helpful tools and metrics

### ABOUT ALICIA

Alicia is the Head of Marketing at Freerange Future; a creative, marketing and digital agency working with non-profit organisations and the arts. She's worked on both brand and agency side with sole traders, global brands and everything in between. Alicia has spent the past 5 years specialising in digital marketing and incorporating online platforms into holistic marketing strategies.

**WHEN:** Tuesday 28 April 2020, at 11:00am ACST

**WHERE:** Online webinar via Zoom

**COST:** \$10 / FREE for Emerging Creatives who are eligible for Helpmann Academy support.

Visit <https://www.helpmannacademy.com.au/about/who-we-support/> to check your eligibility.

**BOOK HERE >** <https://socialmediaforcreatives.eventbrite.com.au/>

The Activate Seminar Series aims to empower emerging creatives with practical knowledge to help build and sustain a successful creative career.



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