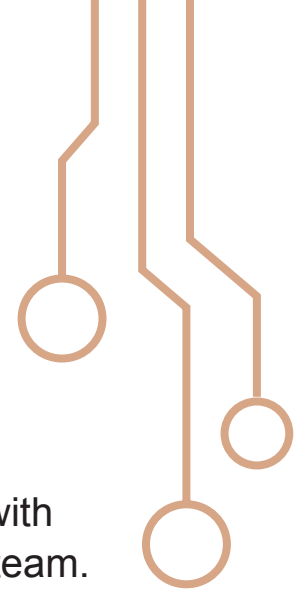


# REAL RURAL Digital SOLUTIONS



Care Balonne and the University of the Sunshine Coast invite you to attend **FREE** Real Rural Digital Solutions [www.realruraldigitalsolutions.com](http://www.realruraldigitalsolutions.com) workshops in Balonne Shire with the University of Sunshine Coast's Real Rural Digital Solutions team.

**DATES:** Tuesday 17<sup>th</sup> and Wednesday 18<sup>th</sup> November 2020

**TIME:** 10am - Noon (group workshop), BYO device (laptop, tablet, iPad, iPhone)

**LOCATION:** Care Balonne, 32 Henry St, St George QLD

17 NOV

## Writing for Social Media

- Written copy specifications for Facebook, Instagram, LinkedIn, YouTube
- Practical exercises to write copy to complement visual content on the above platforms
- Hashtag strategies
- Social Customer Service: writing responses to positive and negative comments

18 NOV

## Creating Visual Content for Social Media

- Visual content specifications for Facebook, Instagram, LinkedIn, YouTube
- Smartphone photography and editing
- Smartphone video production
- Posting photos and videos to Facebook, Instagram, LinkedIn, YouTube

\*All participants will be eligible for ongoing support for several months post-workshops and access to our closed social media group\*

Please **RSVP by 15 November**. Email Dr Sarah Casey at [scasey3@usc.edu.au](mailto:scasey3@usc.edu.au).

For more information please see: [www.realruraldigitalsolutions.com](http://www.realruraldigitalsolutions.com)

Contact about workshops and information: Dr Sarah Casey **0411 356 613** or [scasey3@usc.edu.au](mailto:scasey3@usc.edu.au)

Discovering and supporting the digital literacy and business communication needs of people living in St George and Dirranbandi (Ethics approval number: A191295)



**Care Balonne**  
CARING FOR THE COMMUNITY