

# Monthly Training Program

## July 2020

THE **TRAINING**  
COLLECTIVE.

**W / C**  
29/6/20

### **Understanding Catalog manager inside Facebook Business Manager**

When: Tue 30/6/20, 10am  
Format: Webinar  
Trainer: Heather Porters  
Duration: 60 mins

### **Getting Started with YouTube for business**

When: Thu 2/6/20, 10am  
Format: Webinar  
Trainer: Tanya Williams  
Duration: 60 mins

### **Homework**

Set up or check your Catalog Manager inside Facebook Business Manager.  
Set up or check & fix up your YouTube Business channel.

**W / C**  
6/7/20

### **Linkedin for business**

When: Tue 9/7/20, 2pm  
Format: Webinar  
Trainer: Yvette Adams  
Duration: 60 mins

### **Homework**

Set up or check & fix up your LinkedIn Profile + LinkedIn Page. Use tricks shared to find & seek to connect to relevant connections.

**W / C**  
13/7/20

### **Twitter for Business**

When: Tue 14/7/20, 2pm  
Format: Webinar  
Trainer: Heather Porters  
Duration: 60 mins

### **Homework**

Set up or check & fix up your Twitter Profile. Use tricks shared to find & seek to connect to relevant followers. Explore Twitter Advertising.

**W / C**  
20/7/20

### **Pinterest for Business**

When: Tue 21/7/20, 2pm  
Format: Webinar  
Trainer: Yvette Adams  
Duration: 60 mins

### **NEWCASTLE - Developing Your Social Media Strategy + Content Creation**

When: Tue 21/7/20 830am - 430pm  
Format: In Person Workshop  
Trainer: Kat Lees  
Duration: Full day

### **Homework**

Set up or check & fix up your Pinterest Business Page. Use tricks shared to create some relevant Pinterest posts. Explore Pinterest Advertising.

**W / C**  
27/7/20

### **What You Need to Know about Google My Business**

When: Tue 28/7/20, 2pm  
Format: Webinar  
Trainer: Yvette Adams  
Duration: 60 mins

### **SUNSHINE COAST - Facebook + Instagram for Business + Boosted Posts**

When: Thu 30/7/20 830am - 430pm  
Format: In Person Workshop  
Trainer: Yvette Adams  
Duration: Full day

### **Homework**

Set up or check & fix up your Google My Business Page & get it verified. Use tricks shared to create some relevant posts.

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