

# PRACTICAL SESSION

by  
COLIN FORD AND  
NEO MATSEI  
CN&Co

## SOCIAL MEDIA MARKETING




**BOOST** your business IQ  
with **SOCIAL MEDIA INSIGHTS**


### DOES TWITTER SEEM LIKE A FOREIGN LANGUAGE TO YOU? DOES FACEBOOK MAKE YOU FREEZE? IS INSTAGRAM LIKE OUTER SPACE?

Being on social media is a huge advantage for start-ups and individuals alike. But it can be scary. If you have no clue what it's all about, join social media experts Colin Ford and Neo Matsei of CN&CO for a gentle introduction to this exciting form of business communication.

Learn how to set up accounts, find and follow others, communicate with your stakeholders, follow trends and track your brand, as well as your competitors'. Best practice, etiquette, terminology and good social habits will also be discussed. ***Please bring your laptop or smartphone in order to participate in this workshop.***

 Date | 3 May 2017

 Time | 13:00 - 15:00

 RSVP | [info@riversandsihub.co.za](mailto:info@riversandsihub.co.za)  
[www.riversandsihub.co.za/events](http://www.riversandsihub.co.za/events)

**Who should attend?** Any business owner with very little to no understanding of social media who thinks it's overwhelming and scary.

**Colin Ford** is an experienced journalist-slash-corporate communications expert. He has picked up a lot of tips and tricks over the years and loves to share them with individuals and organisations in both formal and informal training environments.

**Neo Matsei** is the "digital nerd" at CN&CO. She monitors social media accounts for a number of clients on a daily basis, ensuring constant interaction and posting to ensure targets are met and platforms are active and up-to-date. Neo also routinely contributes to the award-winning company blog. Neo is fluent in Setswana and English, and proficient in Sotho, Pedi and Zulu, bringing a linguistic talent to the team. She recently completed her BBA in Marketing Management at the IMM Graduate School of Marketing.