

# SOCIAL MEDIA WORKSHOP: **Stay Relevant**

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**Where & When:** 19 April 2023 13:00-14:30 CET  
Online  
90-minutes

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**Overview:** An online workshop to help cruise and port professionals harness the power of their social media influence as individuals to promote their destination and industry.  
*A participant worksheet will be provided*

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**Introduction:** 5 minutes

- Welcome
- Overview

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**Content Marketing:** 20-30 minutes

- Learn to create content that speaks to people, at the right time and via the right channels

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**Social Media Marketing:** 15-20 minutes

- Bring your brand story to life on all the right platforms
- Learn how to grow and engage a community around your product or service
- There is so much to 'like'
- Define your audience, Stand Out, and truly connect

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**Understanding Your Social Media Influence Power:** 15-20 minutes

- Understanding your voice and influence
- Translating your voice into the social space

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**Conclusion & Questions** 10 minutes

- Opportunity for questions