

“Work Smarter NOT Harder  
– Creating a Social Media  
and Marketing Hub”  
A Zoom Workshop

**The Burnaby ECD Table is hosting a  
FREE Workshop for Burnaby ECD Service Providers  
February 8, 2021  
12:00 – 1:15pm**

**Workshop:** Are you disappointed with and/or puzzled by your low workshop or online program registration? Do you feel intimidated by social media, such as Instagram? Are you afraid using social media will demand time that you do not have? Would you like to learn how to more efficiently and impactfully use social media to promote your programs and services? If you answered YES to any one of these questions, this hands-on workshop is for you!

**Guest presenter:** Maria Hanson makes learning about social media fun! You will want to use it, after learning from and being guided by her. Maria has 13 years’ experience in Marketing with the JOEY Restaurant Group. Maria also has her own company designing digital marketing for social media platforms, and creating content for various organizations.

During this workshop, Maria will teach you how to ‘work smarter, not harder,’ in 4 easy steps!!!!  
By the end of this workshop you will learn:

- Why and how Instagram can serve as the most efficient hub for all your digital marketing (i.e. anything you’re posting online - FB, website, Twitter, and email campaigns)
- How to set up an agency Instagram account
- How to create attractive and engaging posts/content, via easy to use apps/platforms (i.e. CANVA)
- How to identify your intention and articulate your vision in order to expand your reach and connect to your target audience, who are in their 20’s to 40’s

**Participants:** *Must be a Burnaby ECD service provider.*

**Register in advance at:**

<https://us02web.zoom.us/meeting/register/tZ0scOCvrjltHdwHg4tWzPWLINLyvV1940RI>

**After registering, you will receive a confirmation email containing information about joining the meeting.**

*We gratefully acknowledge funding provided by The City of Burnaby, the Burnaby School District and ECD Table agencies.*

FOR MORE:

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