



Melbourne Archdiocese
Catholic Schools

MACS Schools Online Strategy for Community Engagement and Enrolments

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2 June 2025

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Keep up to date and have content you can consider sharing!

<https://www.facebook.com/MelbourneCatholicSchools>

687 Likes 1.1K Followers

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2,139 Followers

<https://www.linkedin.com/company/melbourne-archdiocese-catholic-schools>

11K+ Followers 10K+ Employees

<https://www.youtube.com/@CatholicEducationMelbourne>

958 Subscribers 133 Videos



All links on footer of website at <https://www.macs.vic.edu.au>

Feedback and Thanks

✓ Completely anonymous

✓ Extremely important – appears when leave webinar

✓ You can say Thank You to MACS

Google Review (20 Google Reviews)

https://search.google.com/local/writereview?placeid=ChIJibe0NsNC1moRXCqf_efKuac

True Local Review (0 Reviews)

<https://www.truelocal.com.au/vic/east-melbourne/melbourne-archdiocese-catholic-schools-15221673>

MACS Webinar Feedback

Your anonymous feedback is extremely helpful to us - please take a moment to add your comments!

1. What did you find most helpful in this webinar?

Long answer (300 characters)

2. What do you plan to do next?

Long answer (200 characters)

3. What else would have been helpful?

Long answer (200 characters)

4. Are there any other topics of particular interest for a follow up webinar?

- ☐ Website and Search Engine Optimisation SEO
- ☐ Specific Social Media Platforms - Strategy and Tactics
- ☐ Creating Content and Engagement - Strategy and Tactics
- ☐ Directories and Reviews - Google, Bing, Facebook, True Local
- ☐ Alumni and LinkedIn - Strategy and Tactics
- ☐ Other

5. Any other comments or specific requests?

Long answer (300 characters)

Who are you representing today?

1. Early Learning Centre
2. Primary School
3. Secondary School
4. Primary and Secondary School
5. ELC – Year 12
6. Provider of Services to Schools
7. Other

Please add relevant numbers in chat

Please also make notes of anything particularly important to you!

Questions most welcome throughout the webinar!



Fast Facts – more at sueellson.com

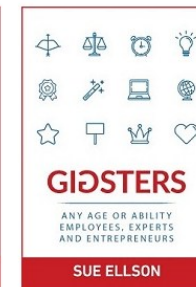
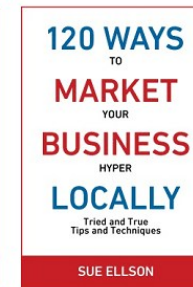
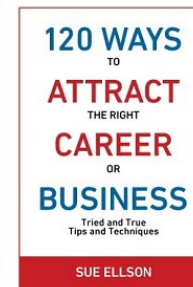
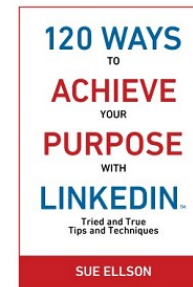
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Sue Ellson is the Founder of



Sue Ellson is the Author of



<https://sueellson.com> and <https://www.linkedin.com/in/sueellson>

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- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (1,036 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (277 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (472 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (80 Followers)
- ✓ Pinterest <https://au.pinterest.com/sueellson> (20 Followers)
- ✓ Twitter / X <https://x.com/sueellson> (434 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (728 Subscribers, 191 Videos – goal is 1,000+ Subscribers)
- ✓ Sue Ellson Shares LinkedIn Newsletter (6,761 Subscribers)
<https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Sharing LinkedIn Newsletter (392 Subscribers)
<https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ Sue Ellson Email Newsletter (1,888 Subscribers)
<https://sueellson.com/newsletters>



Today

1. Past Presentations
2. Other Helpful Resources
3. Today's Focus
4. Enrolments – Found and Verified For
5. Community Development
6. Overall, Suggest
7. Digital Strategy
8. Online Calculations
9. Online Trends Search
10. Search *Tasks
11. Online Trends Social
12. Social *Tasks
13. Online Trends Gen AI
14. Gen AI *Tasks
15. Gen AI Results
16. General *Suggestions
17. TikTok Algorithm Insights
18. Posting Strategy
19. Community Strategy
20. Recruitment Strategy
21. Follow MACS on Social
22. Feedback and Thanks

1. Past Presentations

29 November 2024 **Marketing Your School in Social, Search and AI Chat**

<https://sueellson.com/wp-content/uploads/20241129-catholic-development-network-marketing-your-school-in-social-search-and-ai-chat-by-sue-ellson.pdf>

26 June 2024 **Social Media and AI Marketing for Catholic Schools**

<https://sueellson.com/wp-content/uploads/20240626-catholic-development-network-social-media-and-ai-marketing-by-sue-ellson.pdf>

18 September 2019 **LinkedIn For You And Your School**

<https://sueellson.com/blog/linkedin-for-you-and-your-school-for-the-catholic-development-network>

6 March 2018 **Social Media Masterclass**

<https://sueellson.com/blog/social-media-masterclass-for-the-catholic-development-network>



2. Other Helpful Resources

1 August 2024 Catholic Development Network August Newsletter

Quick Wins for AI and Social Media

<https://sueellson.com/wp-content/uploads/20240801-catholic-development-network-august-newsletter-content-quick-wins-for-ai-and-social-media.docx>

LinkedIn for Schools, Colleges and Universities – Summary of a lot of schools related content

<https://sueellson.com/blog/linkedin-for-schools-colleges-and-universities>

What to do before you upgrade or redesign your website

<https://www.linkedin.com/pulse/what-do-before-you-upgrade-redesign-your-website-sue-ellson>

LinkedIn Audit for Schools – ASBA Associate Magazine Page 21-22

<https://online.anyflip.com/fubq/ktvk/mobile/index.html>

Educate Plus Presentations and Publications

<https://sueellson.com/educate-plus-presentations-and-publications>



3. Today's Focus

Learn how MACS Schools can use online strategies to engage with their community and boost enrolments.

Join us for a virtual gathering where we will discuss innovative ways to connect with our community and attract new students.

Learn from Sue Ellson and gain valuable insights to enhance your school's online presence.

Don't miss this opportunity to network with other educators and share best practices.

Comprehensive slides with links will be provided to all registrants.

4. Enrolments - Found and Verified For

- School Name (or part of school name)
- Type of School (nearby location)
- Type of School (broader location)
- Principal's Name
- Other Keywords (Like Musical Program, Special Needs Students etc)
- Whether people are searching online, in social or in generative AI



5. Community Development

- Connected and engaged with students, parents, families and alumni
- Connected and engaged with staff, profession / industry channels, referrers
- Connected with and supportive of Feeder Early Learning, Primary and Secondary Schools
- Connected and supportive of stakeholders – MACS, council, libraries, community groups etc
- Connected with local parishes, volunteers, philanthropic supporters, venue hirers
- Other Keywords (Like Musical Program, Special Needs Students etc)
- Whether people are searching or engaging online, in social or in generative AI

6. Overall, Suggest

- publish content on your website first
- OR publish on other websites
- share on all social media
- get reviews on your website, Google, Facebook and True Local
- make content universally accessible (Mark Up – Headings, Bold Text, Lists, One or more Images, One Video, Quotes, References, Internal/External Links etc)
- text, images and video (all labelled with Alternative Text & Descriptions, captions – visual and embedded .srt file)
- link to your social media posts on your website posts and add to archive.org/web



<https://sueellson.com/blog/savvy-social-media-strategy>

7. Digital Strategy

✓ Digital Assets

- Website
- Lifetime Search
 - LinkedIn Articles
 - YouTube Videos
- Other Socials
- Sustainable
- Consistent
- Friendly & Professional & Solution-Focused & Not Personal

✓ Dynamic Tools

- Social Newsfeed
- Reactions
- Comments
- Re-post
- Shares
- Sends
- Reach Audience

✓ Complementary

- Reviews (GB, FB, TL)
- Directories
- Links (High Domain Authority)
- Media
- Google/Bing Updates
- Book/s with ISBN (Author)
- Awards, Honours, Expert Lists, Collaborations

8. Online Calculations

✓ Search

- Algorithms
- Databases
- Websites
- Social
- Reviews

✓ Social Media

- Algorithms
- Engagement
- Consistency
- Megalomaniac
(more people,
more often,
for longer)
- Followers versus
Sticky Content

✓ Generative AI

- Dataset
- Uses Website Content
- Machine Learning
- Natural Language
Processing
- Rapidly Adapting
- Search now included

9. Online Trends Search

- Based on location of searcher
- May show AI result (use –ai)
- Short Search Queries < five words
- Shows video results
- Shows reviews
- May have turned off reviews
- Still shows Facebook reviews
- Uses Wikipedia Data
- Indexes most visited pages of website
- Includes 'People also ask'
- Many schools 'unclaimed'
- Lists Social Media Profiles

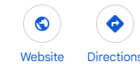
Results for **Geelong VIC** [Use precise location](#)

Places

St Joseph's College Geelong.
No reviews · Catholic school
Newtown VIC · (03) 5226 8100
Closed · Opens 8 am Mon



St Josephs College Geelong - Westcourt
No reviews · Boys' high school
Horne Hill VIC · (03) 5247 7000
Closed · Opens 8 am Mon



Saints College - Geelong Campus (form...
No reviews · Secondary school
Grovedale VIC · (03) 5201 8090
Closed · Opens 8 am Mon



[More places](#) →

Google

st joseph's geelong

All Images Maps News Videos Short videos Forums More

Tools

St Josephs College Geelong
<https://www.sjc.vic.edu.au/>

St Josephs College Geelong - Secondary Boys School - SJC

Moved by the story of Edmund Rice and inspired by the gospel values of love and justice, we encourage one another "to strive for the highest", to develop and ...

Fees

The information below shows an overview of fees for the current ...

Student & Parent Portal - SJC

The St Joseph's College App streamlines communication for ...

Contact Us

General Enquiries: Our Campuses St Joseph's College Geelong ...

Term Dates

Term Dates 2025: Term 1 30 January - 4 April, Term 2 28 ...

Employment Opportunities at ...

At St Joseph's College Geelong, we believe in continuous ...

[More results from sjc.vic.edu.au](#)

Facebook · St Joseph's College Geelong
17K followers

St Joseph's College Geelong

St Joseph's College Geelong, Geelong, Victoria. 4728 likes · 178 talking about this · 898 were here. St Joseph's College Geelong - a Year 7-12 Catholic...

Wikipedia

https://en.wikipedia.org/wiki/St_Joseph's_College_Geelong

St Joseph's College, Geelong

St Joseph's College is an Independent Catholic secondary school for boys, located in the inner Geelong suburb of Newtown, Victoria, Australia.

People also ask

How much does it cost to go to St Josephs college Geelong?

What is the St Joseph's Hospital scandal?

Is Saint Joseph's a private school?

How many students go to St. Joseph's Geelong?

[Feedback](#)

Instagram · stjosephsgeelong
8.2K+ followers

St Josephs College Geelong (@stjosephsgeelong)

A Catholic Boys secondary school in the Edmund Rice Tradition. Educating young men in Geelong since 1935. Ad Alta Virtute. info@stjosephsgeelong.vic.edu.au

goodschools.com.au
<https://www.goodschools.com.au/schools/11220>

St Joseph's College Geelong

St Joseph's College Geelong is a Boys secondary school, serving years 7-12. The uniform is compulsory and enforced. St Joseph's College Geelong is located in ...

Melbourne Archdiocese Catholic Schools (MACS)
<https://www.macs.vic.edu.au/SchoolInformation>

St Joseph's College, Newtown

St Joseph's is a Years 7-12, Christian Brothers College, providing a comprehensive education for boys within the Geelong region. Sharing facilities with ...

LinkedIn · St Joseph's College Geelong
1.7K+ followers



St Joseph's College Geelong.

Independent school in Newtown, Victoria

[Website](#) [Directions](#) [Reviews](#) [Save](#)

[Share](#) [Call](#)

St Joseph's College is an independent Catholic secondary school for boys, located in the inner Geelong suburb of Newtown, Victoria, Australia.
[Wikipedia](#)

Address: 135 Aphrasia St, Newtown VIC 3220

School fees: \$6,087

Principal: Tony Paatsch

Total enrollment: 1,690 (2016)

Song: Ad Alta Virtute

Founded: 1935

Enrolment: 1,600

Years offered: 7-12

Colors: Black, Red, Yellow, Gold

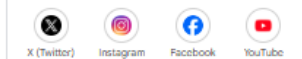
Phone: (03) 5226 8100

Hours: **Closed** · Opens 8 am Mon

Religious affiliation(s): Catholicism

[Suggest an edit](#) · [Own this business?](#)

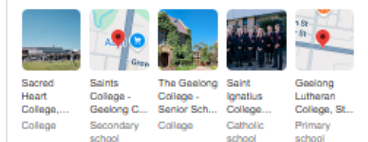
Profiles



[Send to your phone](#)

[Send](#)

People also search for



Reviews

[Posting is currently turned off](#)

[Details](#)

Reviews from the web

4.3/5 [Facebook](#) · 9 reviews

10. Search *Tasks

- Search for your school and see how it performs (not on a regularly used device)
- Claim business.google.com – fill in all details
- Claim bingplaces.com – fill in all details
- Update Wikipedia
- Update YouTube Channel (own name)
- Make sure you answer questions or provide answers to FAQ's
- Ensure your Website Title includes the name of your school and the type of school you are – Catholic, Boys, Girls, Primary, Secondary, Close Location, Wider Location if room

e.g. *Siena College Camberwell Catholic Girls Secondary School (<60 characters) *56*

Microsoft Bing

st joseph's geelong

ALL SEARCH COPYVIDEOS IMAGES MAPS NEWS MORE TOOLS

St Josephs College Geelong
https://www.sjc.vic.edu.au

St Josephs College Geelong - Secondary Boys School - ...

We, the St Joseph's College Community, are committed to continue education in the Catholic tradition, through the example of Jesus Christ, our beginning and end.

Portals

The St Joseph's College App streamlines communication for both students and p...

Term Dates

Term Dates 2025 Term 1: 30 January - 4 April, Term 2: 28 April - 4 July, Term 3: 2...

Contact

Contact - St Joseph's College Geelong - Secondary Boys School - SJC

Online Shop

Online Shop - St Joseph's College Geelong - Secondary Boys School - SJC

Our Wellbeing

St Joseph's College Geelong has taken a lead role in Victoria in helping educate s...


Our Identity

St Joseph's College is committed to child safety and the care, safety and wellbein...

St Joseph's College, Geelong - Wikipedia

School in Newtown, Australia

St Joseph's College is an independent Catholic secondary school for boys, located in the Inner Geelong... See more on Wikipedia

Established	Founder	
1955	Christian Brothers	
Motto	Religious affiliation(s)	
Latin: Ad Alta Virtute (Striving for the...)	Catholicism	

St Josephs College Geelong on Instagram:
Instagram - 18.3K views

Feedback


Wikipedia
https://en.wikipedia.org/wiki/St_Josephs_College_Geelong

St Joseph's College, Geelong - Wikipedia

St Joseph's College (sometimes referred to colloquially as Jokeys or SJC) is an Independent Catholic secondary school for boys, located in the Inner Geelong suburb of Newtown, Victoria, ...

St Joseph's College
https://stjosephs.com.au

St JOSEPHS COLLEGE - St Joseph's College



St Joseph's College is a Catholic boys' secondary school which operates in the traditions of Don Bosco. Founded in 1955, today we have a student population of approximately 1000 boys from ...

Videos of St Joseph's Geelong
bing.com - videos

St Joseph's College, Geelong Team 9 | Doco in a Day | Entry 2025

4 views · 1 week ago
YouTube · Edmund Rice Foundation

St Josephs College Geelong on Instagram: "Thank you to all of our donors and supporters who supported our ..."

6.7K views · 3 months ago
Instagram · stjosephsgeelong

St Joseph's Geelong vs. Parade College - ACC Division 1 Football - Round 4

1.5K views · 22 May 2024
YouTube · Associated Catholic Colleges

St Josephs College Geelong on Instagram: "Edmund Rice Day 2025"

8.9K views · 5 weeks ago
Instagram

MACS - Melbourne Archdiocese Catholic Schools
https://www.macs.vic.edu.au/SchoolInformation.aspx

MACS - Melbourne Archdiocese Catholic Schools | Lighting Their ...

St Joseph's is a Years 7–12, Christian Brothers College, providing a comprehensive education for boys within the Geelong region. Sharing facilities with Sacred Heart College and Clonard ...

bestschools.com.au
https://bestschools.com.au/schools/vic/st-josephs-college-geelong

St. Joseph's College Geelong.

Catholic school in Newtown, Victoria

Website **Directions**

135 Aphrasia Street, Newtown Victoria 3220 · 69 km

(03) 5226 8100

Suggest an edit · Your business? Claim now

Add more information

Add hours

Add photos

A Catholic Boys secondary school in the Edmund Rice Tradition. Educating young men in Geelong since 1955. Ad Alta Virtute. See more

Frequently asked questions

Q: Why do I need a Will?

A: A will ensures that your wishes are protected and efficiently implemented. It also ensures our loved ones will not need to make difficult decisions about the distribution of your estate... Read more

See all 13 questions

Data from: BusinessWebsite

Social profiles

Facebook X Instagram LinkedIn YouTube

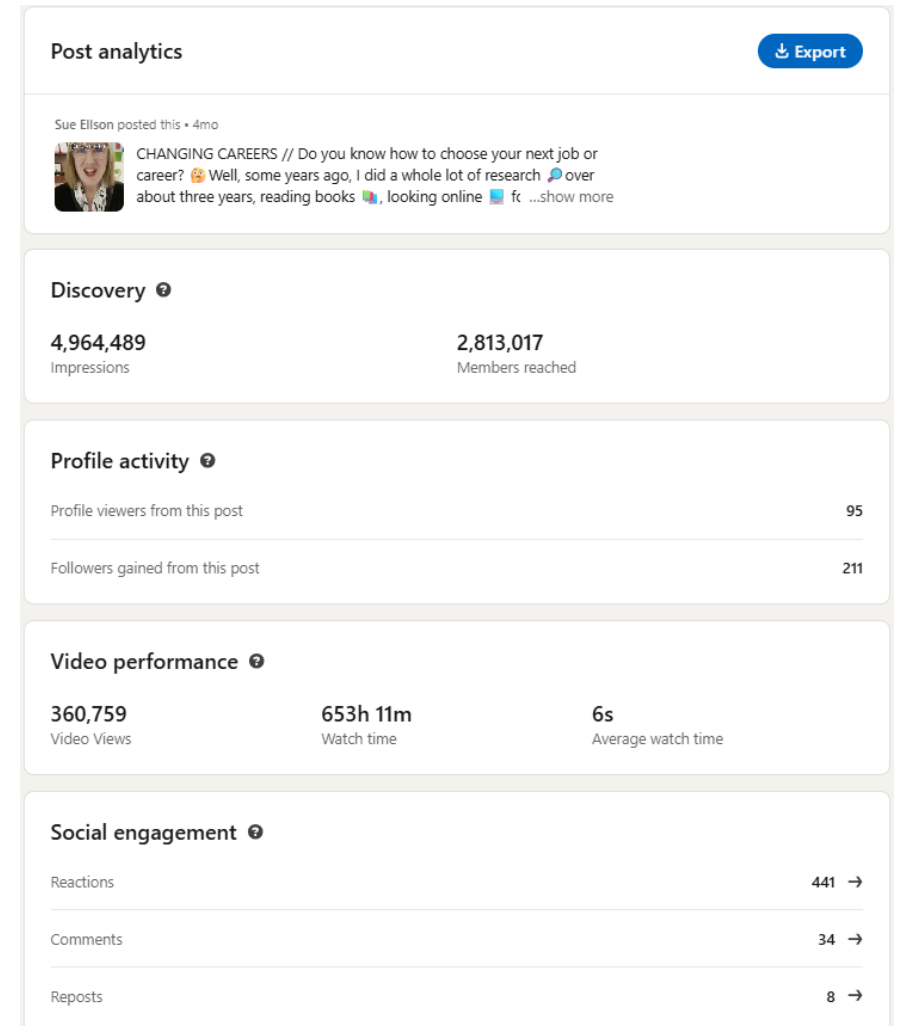
People also search for

Education

genu Training Study Geelong RSA Geelong

11. Online Trends Social

- Megalomaniac – more people, more often, for longer
- More sections to complete (and include other profiles)
- Content Quality > Follower Numbers
- Engage > Post – aim for Engagement Ratio 12:1 or 3:1
- Lengthy Comments > Reactions (likes)
- Hours on platform > Hours on search
- Need consistent Frequency and Quality
- Used as a digital due diligence check
- Content not always indexed in search
- Searching within platform (not Google)
- Keyword driven (to appear in Search)
- Pushing Portrait Video Short Form Content
- Best to make all content accessible (Alt Text, Captions etc)



<https://www.linkedin.com/feed/update/urn:li:activity:7293139167725637633>

12. Social *Tasks

- Update each profile on Desktop and Mobile
- Delete duplicate profiles and old Groups
- Make sure all social links on your website
- Follow Supporters to curate your Newsfeed
- Remember to @Mention to send Notification
- Visual very important – goal to be scroll stopping
- Respond to Comments if you can (at least React)
- #YourSchool to make your content easy to find
- Lots of white space with text (for reading on mobile)
- Add Captions to Video (MS Clipchamp on Desktop)
- Vertical Video Ideally < 1 minute or 3 minutes
- First 3 seconds most important, 30 seconds viral
- Convey your school's personality



13. Online Trends Gen AI

- Based on probability (only website references)
- Referenced content > AI generated content
- Need multiple references to appear in results
- Need to consistently update your website
- SEO similar to CEO + Reviews
- Books with ISBN – Author Content Helps
- Links on High Domain Authority Websites
- Needs your answers on website otherwise gives generic answers
- Need to check results from multiple platforms
- Incorporate ideas from AI results
- Need around 21 words for a good AI result but most only use around 5 words

can you give me a list of the catholic primary schools in Camberwell melbourne and the local area please

Certainly! Here are some Catholic primary schools in Camberwell and the surrounding areas:

- **St Dominic's Primary School** – 145 Highfield Road, Camberwell East, VIC 3124 ([Website](#))
- **St. Cecilia's Primary School** – 4 Van Ness Avenue, Glen Iris, VIC 3146 ([Website](#))
- **St. Michael's Primary School** – 268 High Street, Ashburton, VIC 3147 ([Website](#))
- **Our Lady of Good Counsel Primary School** – 12 Whitehorse Road, Deepdene, VIC 3103 ([Website](#))
- **Genazzano FCJ College** (Catholic girls' school) – 301 Cotham Road, Kew, VIC 3101 ([Website](#))

If you're looking for more details, such as enrollment information or school tours, you can visit their respective websites. Let me know if you need anything else!

Message Copilot



Quick response ▾



Copilot uses AI. Check for mistakes. Conversations are used to train AI and Copilot can learn about your interests. Change this anytime in your [settings](#) or [learn more](#).

<https://sueellson.com/blog/artificial-intelligence-ai-branding-and-linkedin-top-10>

14. Gen AI *Tasks

- Complete queries on multiple Gen AI platforms including MS Copilot, Google Gemini, ChatGPT
- Make sure your school appears in multiple prompts
- Look at the 'sources' of information and if you have a listing there, update it!
- Look at the follow up questions and make sure these are answered on your website
- Make sure you have a page on your website for reviews e.g. <https://yourschool.vic.edu.au/reviews>
- Consider upvoting answers if your school is listed
- Review all local competitor school websites and make sure your website answers all of the same questions
- Share your community activities on your school website, not just on social media

Can you tell me which ones have the best reviews please

I found some information on Catholic primary schools in Camberwell and the surrounding areas, but detailed reviews were limited. However, here are a few schools that are well-regarded:

- **St Dominic's Primary School** – Located in Camberwell East, this school is part of the Catholic education system and has a strong community presence. ¹
- **St. Cecilia's Primary School** – Known for its dynamic learning environment and strong pastoral care. ²
- **St. Michael's Primary School** – Offers a well-rounded education with a focus on student development. ³
- **Our Lady of Good Counsel Primary School** – Has a reputation for fostering a nurturing and inclusive environment. ⁴
- **St. Joseph's School, Hawthorn** – Another Catholic primary school in the nearby area with a strong academic and community focus. ⁵

If you're looking for more detailed reviews, you might find parent testimonials or rankings on education websites helpful. Let me know if you'd like assistance in finding more specific feedback!

¹ directory.vic.catholic.edu.au

² www.scgleniris.catholic.edu.au

³ smashburton.catholic.edu.au

What are the strengths of each school listed?

How do these schools rank in terms of academic performance?

What websites can I check for detailed reviews?

15. Gen AI Results

Which of these schools is most engaged with the community

St. Dominic's Primary School in Camberwell East appears to be highly engaged with the local community. The school emphasizes strong partnerships with families and actively fosters positive relationships to support student learning and wellbeing ¹. They also have a **Community Hub** and a **Sunflower Kids Playgroup**, which welcome families and caregivers to build social connections and support networks ². Additionally, St. Dominic's Parish has a long history of community involvement, celebrating its centenary in 2024. ³

If you're looking for a school that prioritizes community engagement, St. Dominic's might be a great option! Let me know if you need more details.

¹ www.sdcamberwelleast.catholic.edu.au

² catholicschoolsguide.com.au

³ www.stdominics.c

16. General *Suggestions

1. Website and Social Teams work together – join <https://localguidesconnect.com> to get points for Google Reviews
2. QR Code at events / on signs – Follow on Socials
3. 80% of staff list your school on their LinkedIn Profile in Experience Section, Principal also have own name website?
4. 80% of students list your school on their LinkedIn Profile in Education Section (Year 11 or beginning Year 12)
If you need to convert your LinkedIn Company Page to a School Page, fill in form at <https://www.linkedin.com/help/linkedin/ask/CP-primary> so students / alumni can list in Education section of their LinkedIn Profile
5. Social Media Policy Updated with onboarding and offboarding suggestions (like Following School on Socials) for staff and students
6. Keep a list to all links of social media posts (so you can re-use content)
7. Create a style guide for different types of content to batch produce and make it easier to create and share
8. Consider engaging students with content creation, curation, etc
9. Only thing you own – your website
10. Consistency is vital...and responsiveness essential (being tracked) – future, maybe no websites!

17. TikTok Algorithm Insights

The TikTok algorithm system is a scoring mechanism that evaluates user engagement to determine the visibility and reach of videos.

This system is designed to encourage active participation and high-quality content, which can lead to viral growth on the platform.

! TIKTOK ALGORITHM POINT SYSTEM RELEASED !

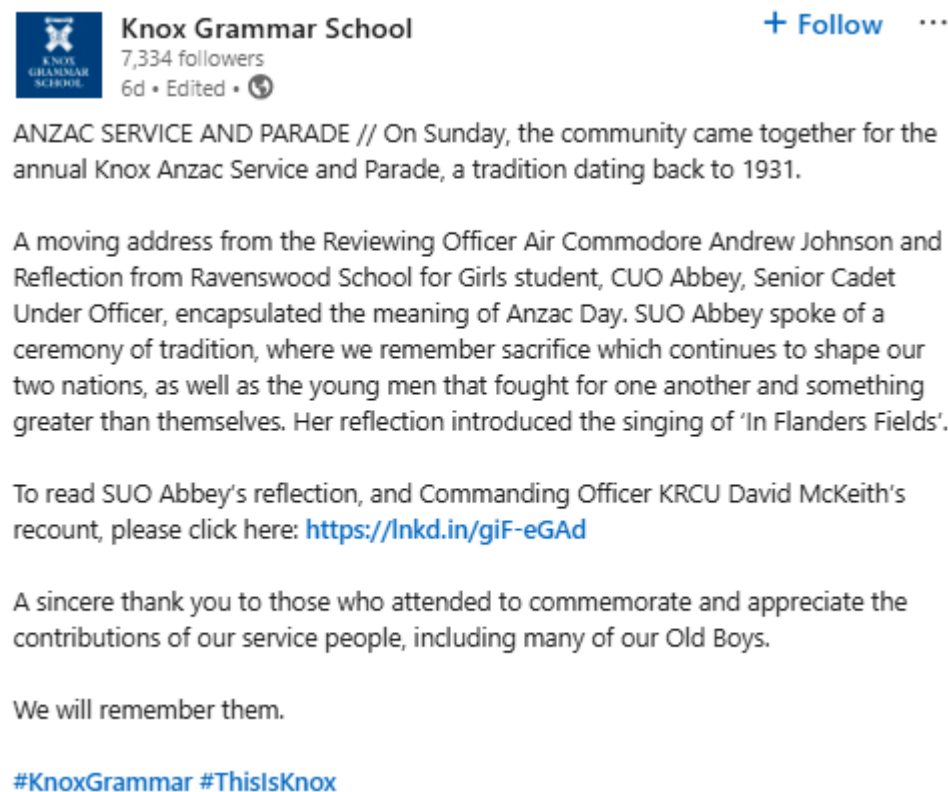
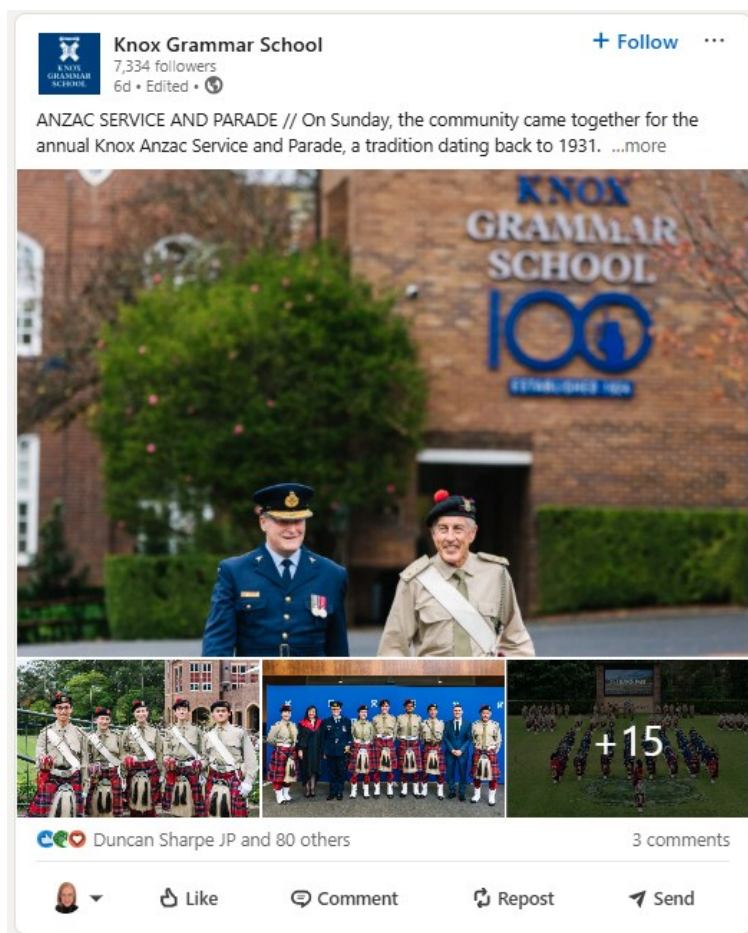
Understanding the Point System

- **Engagement Metrics:** The algorithm assigns points based on various engagement metrics:
 - Likes: 1 point
 - Comments: 2 points
 - Reposts: 3 points
 - Watch Time: 5 points
 - Completion Rate: 6 points
 - Follows: 4 points
- **Initial Exposure:** When a new video is uploaded, it is initially shown to approximately 100-200 viewers. The algorithm tracks how these viewers engage with the video.
- **Point Threshold:** To gain more exposure, a video needs to accumulate a certain number of points. One common threshold is 50 points. If the video meets this threshold, it may be pushed to a broader audience.



<https://www.tiktok.com/@maria.slate/video/7475453710462618910> 00:01:45

18. Posting Strategy



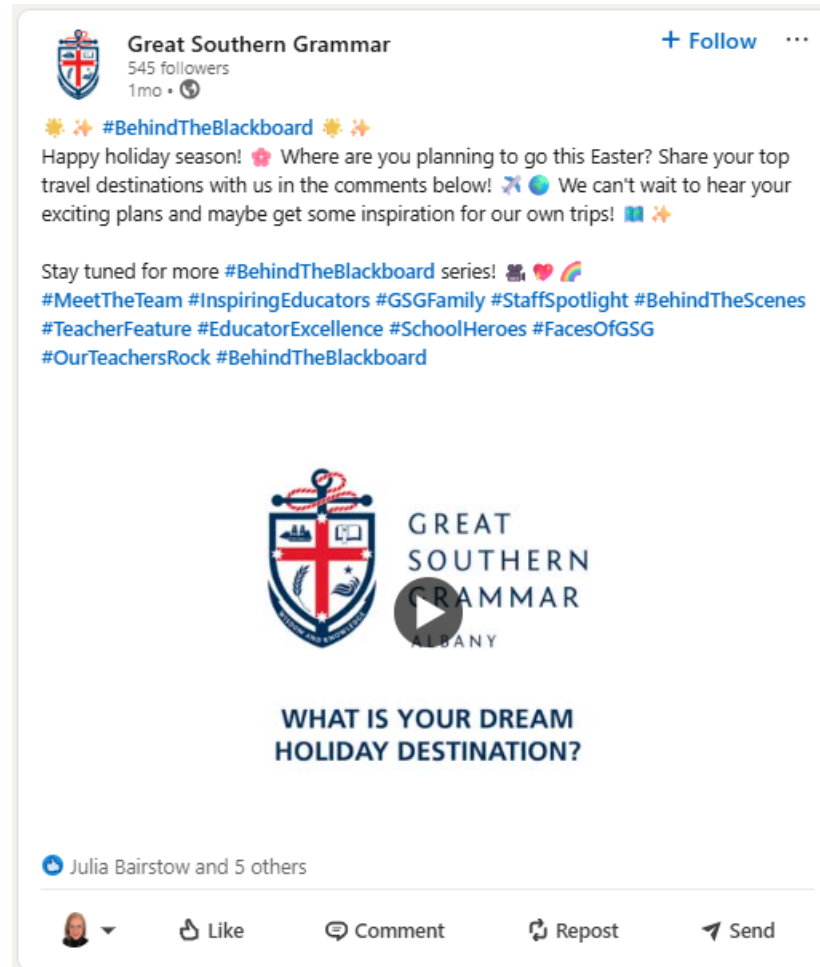
https://www.linkedin.com/posts/knox-grammar-school_knoxgrammar-thisisknox-activity-7332600239234736129-9ct-

19. Community Strategy



<https://www.facebook.com/olacheltenham/videos/1226694839152898>

20. Recruitment Strategy



https://www.linkedin.com/posts/greatsoutherngrammar_behindtheblackboard-behindtheblackboard-meettheteam-activity-7318122018736848896-f5 O

21. Follow MACS on Social



Melbourne Archdiocese
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22. Feedback and Thanks

✓ Completely anonymous

✓ Extremely important – appears when leave webinar

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MACS Webinar Feedback

Your anonymous feedback is extremely helpful to us - please take a moment to add your comments!

1. What did you find most helpful in this webinar?

Long answer (300 characters)

2. What do you plan to do next?

Long answer (200 characters)

3. What else would have been helpful?

Long answer (200 characters)

4. Are there any other topics of particular interest for a follow up webinar?

- ☐ Website and Search Engine Optimisation SEO
- ☐ Specific Social Media Platforms - Strategy and Tactics
- ☐ Creating Content and Engagement - Strategy and Tactics
- ☐ Directories and Reviews - Google, Bing, Facebook, True Local
- ☐ Alumni and LinkedIn - Strategy and Tactics
- ☐ Other

5. Any other comments or specific requests?

Long answer (300 characters)