



The Pros & Cons & Management of Social Media

APTA invites all Board, Committee members and Executive Officers of professional teacher associations to attend this relevant and important session on Social Media and you!

Most businesses employ social media for a wide range of activities they want their customers to know about! We are living in the world of quick grabs, 100 characters or less, a picture says a thousand words. Associations are no different so how best to utilise the SM platforms and which platform is best for demographics or key messages. Come along to the APTA SM session and let's explore the world of SM – uses, pitfalls, success and management!

The session will include 3 x 20 minute presentations, followed by a panel discussion by member associations and their Social Media experiences. We invite participants to submit their questions at the time of registering for this event.

ABOUT THE PRESENTERS

KERRI BUTTERY

Director & Designer, VETNexus

Kerri has worked in the Vocational Education and Training sector for over two decades in a range of different roles. She has a passion for working with teachers and assisting them with innovative teaching practices utilising technology.

With over two decades of experience in the VET sector, she is passionate about sharing her experience to help RTOs with both their compliance and eLearning needs through the provision of consulting services and professional development.

Kerrie's eLearning expertise lies with Canvas LMS, using this Software-as-a-Service (SaaS) platform to set up online learning programs from scratch and deliver quality eLearning solutions for students.

CLAIRE HEWAT

Dip Man, Dip Nut&Diet, BSc (Hons1)

Claire has over 20 years' experience in senior executive positions including two successful roles as a CEO at Dietitians Australia and Allied Health Professions Australia. Claire has also had substantial non-executive governance experience on four national and one international board. She has extensive experience in professional self-regulation and is currently chair of the Ethics Review Committee for an Australian allied health profession.

Claire has used her experience to provide support and mentoring to other NFP CEOs and boards in areas of governance, strategic planning, complaints and disciplinary processes, media and communications, change management and more.

ALISON MUSCAT

Executive Officer

Alison has a Bachelor of Arts and a Bachelor of Laws. She has a Graduate Diploma in Legal Practice and her practice background is as in-house legal counsel in the corporate sector. Alison commenced as external legal counsel for Careers Advisers Association of NSW & ACT in 2008 where she was responsible for providing legal and compliance advice to the Association.

Following the arrival of her first two children, an opportunity arose in 2010 for Alison to work locally for CAA, expanding her responsibilities to running the Association. Alison has set up the Association's social media presence and is responsible for publication and engagement strategies.

DETAILS

- **Date: Tuesday 13 September 2022**
- **Time: 6:00pm to 7:30pm**
- **Venue: Online via Zoom**
- **Price: \$30.00**
- **Registrations Close: 6 September 2022**

CLICK TO REGISTER

DISCLAIMER

The content of this workshop is general in nature. It is advisable that all associations apply their own due diligence to the advice based on their own state or territory regulations.