

## **Making the most of a Facebook page: 21 entrepreneurs attend a half-day training session**

Maniwaki, March 26, 2018 – On March 21, 2018, 21 entrepreneurs attended an advanced Facebook training session entitled *Maximiser les retombées de sa page Facebook* (*Making the most of a Facebook page*) at the Auberge du Draveur. Participants were able to broaden their knowledge by discovering advanced methods of managing and promoting their page. SADC retained the services of trainer Robert Lalancette for the fourth time in 2 years. He began his presentation on a humorous note by telling them that he has a doctorate in Facebook, a social media platform that no longer holds any mysteries for him. In the morning, he talked about various topics and explained how Facebook controls the distribution of messages. He discussed how to optimize content to achieve greater reach and how to use statistics to improve the performance of their page in addition to providing a brief overview of advertising and contests.

Interested participants were subsequently offered a one-hour personal session with Mr. Lalancette to put into practice what they learned during the workshop. Those attending these consultations will be given an extra one-hour distance consultation session with him in one month where they will validate the action taken, comment on the results, answer questions and discuss problems encountered along the way and realign, if necessary, their strategy.

Comments from the participants were very positive, and most of them said they would be willing to attend the next training session dealing with advertising on Facebook. Next April 24, SADC will hold a training session (again given by Mr. Lalancette) entitled *Faire de la publicité avec Facebook* (*Advertising with Facebook*) at Château Logue for entrepreneurs wishing to find out more about potential development they can achieve by advertising on Facebook.