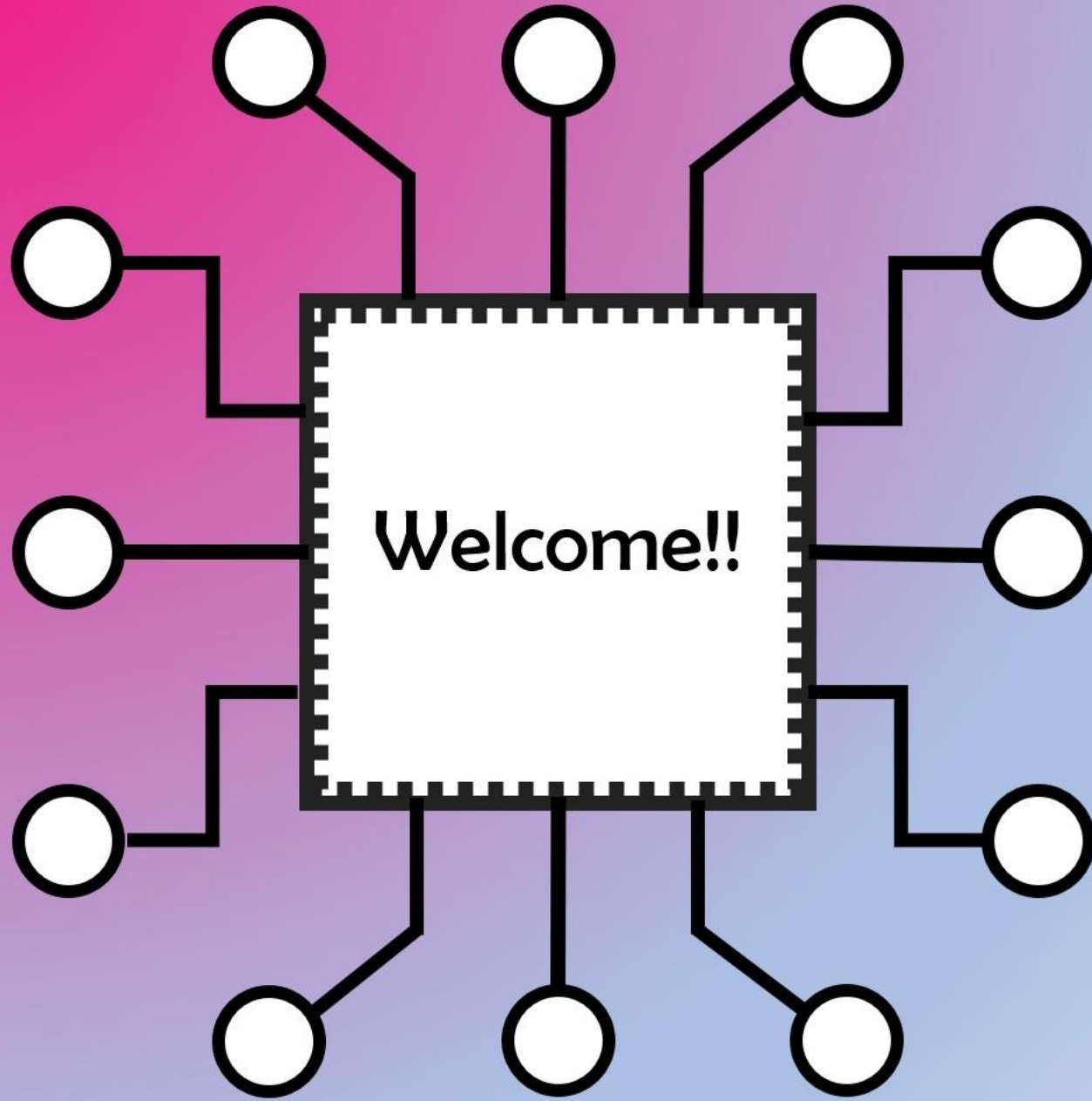


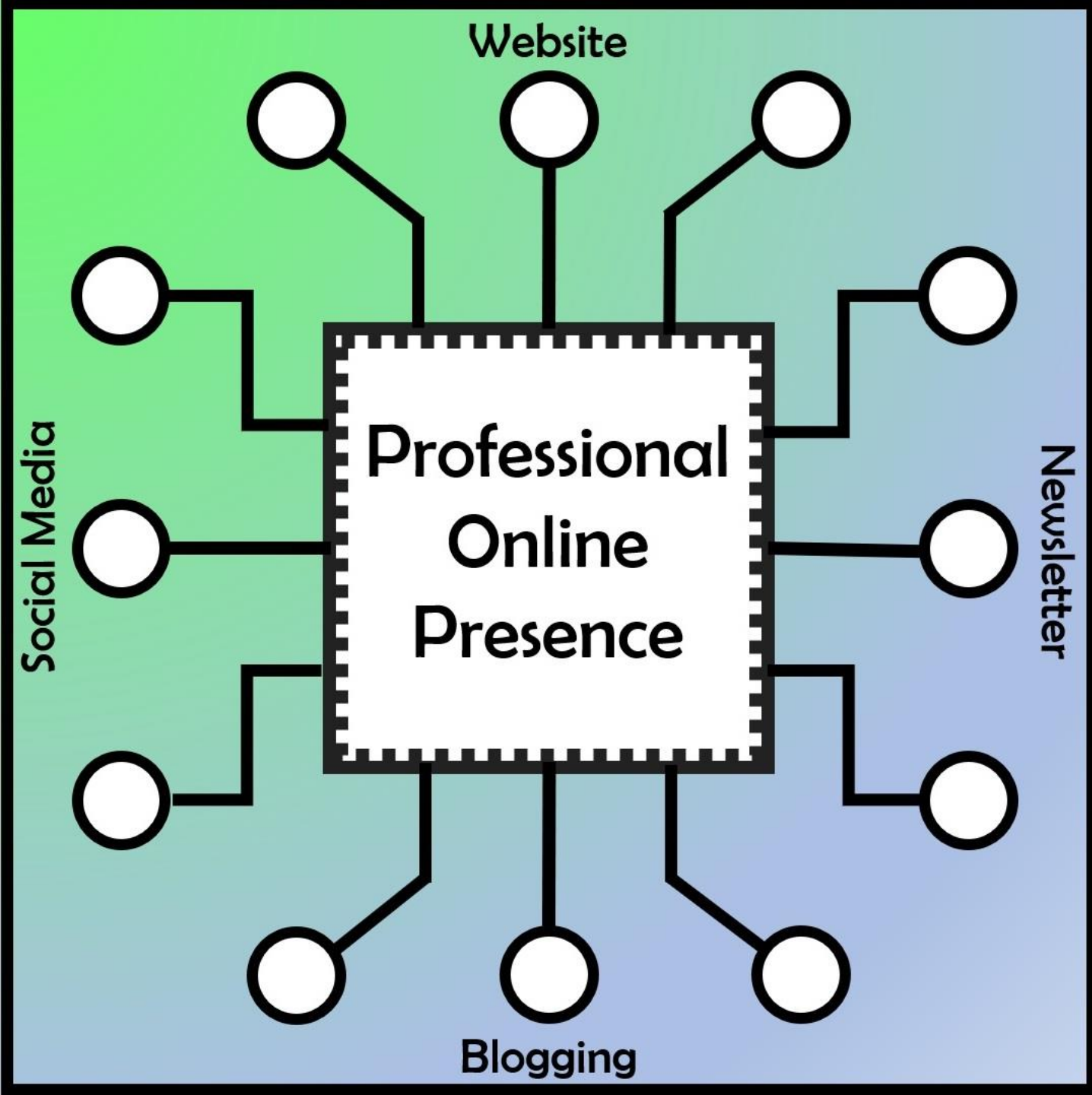
Professional Online
Presence
SAQA Special
Interest Group

aka POP! SIG



Zoom Etiquette:

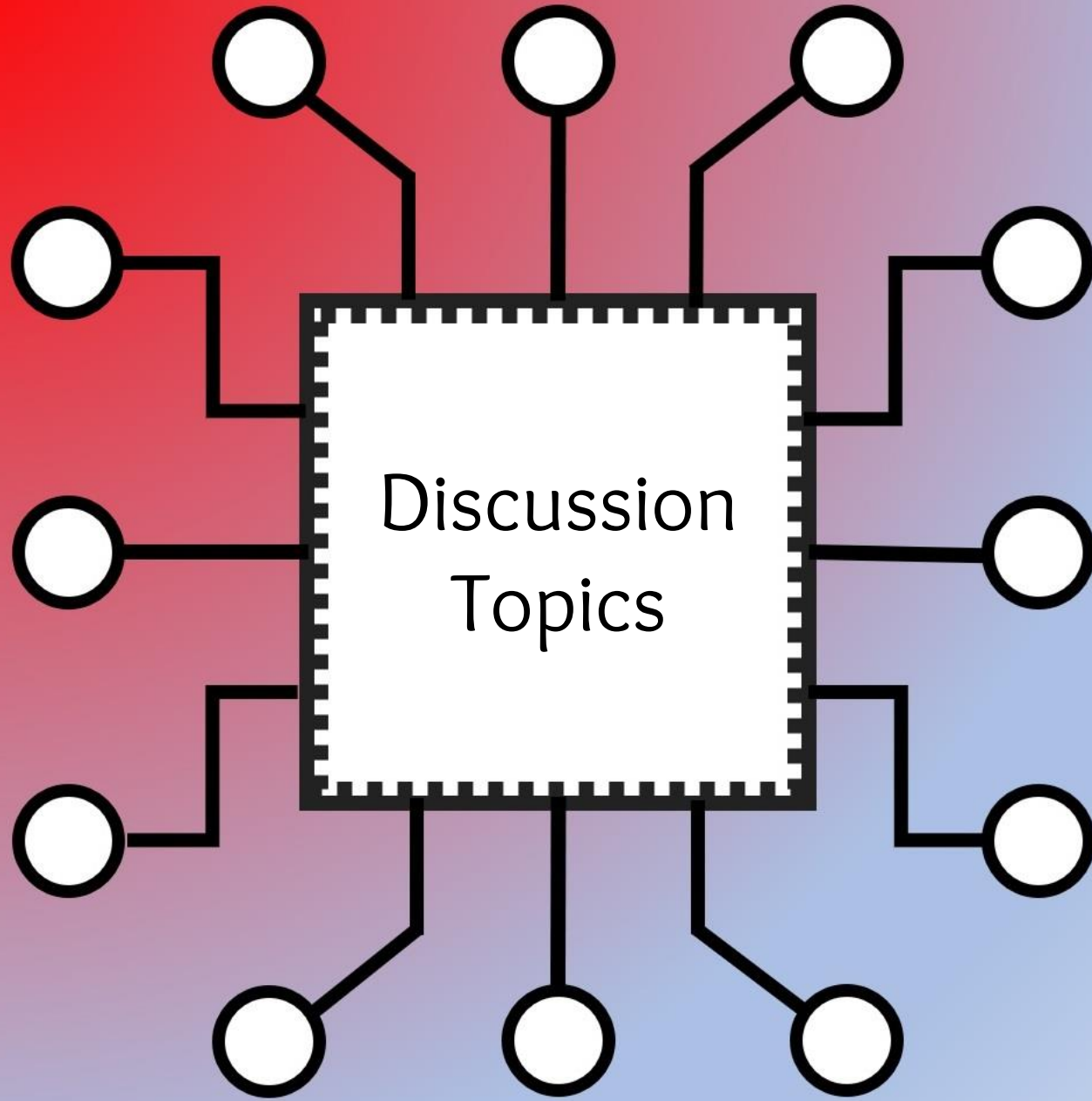
- Please use mute to minimize audio distractions especially in main room
- Stop/start video as you are comfortable
- Chat is a great way to ask questions, share resources/contact info with each other



We are working towards these monthly **goals**:

1. Determine your goals for your own online presence (May)
2. Identify your target customer/audience (May/June)
3. **Create/improve a website that works for your business goals and your customer (June)**
4. Use social media to engage with your customer (July)
5. Stay connected with your followers through e-newsletters (August)
6. Explore the value of blogging (August)

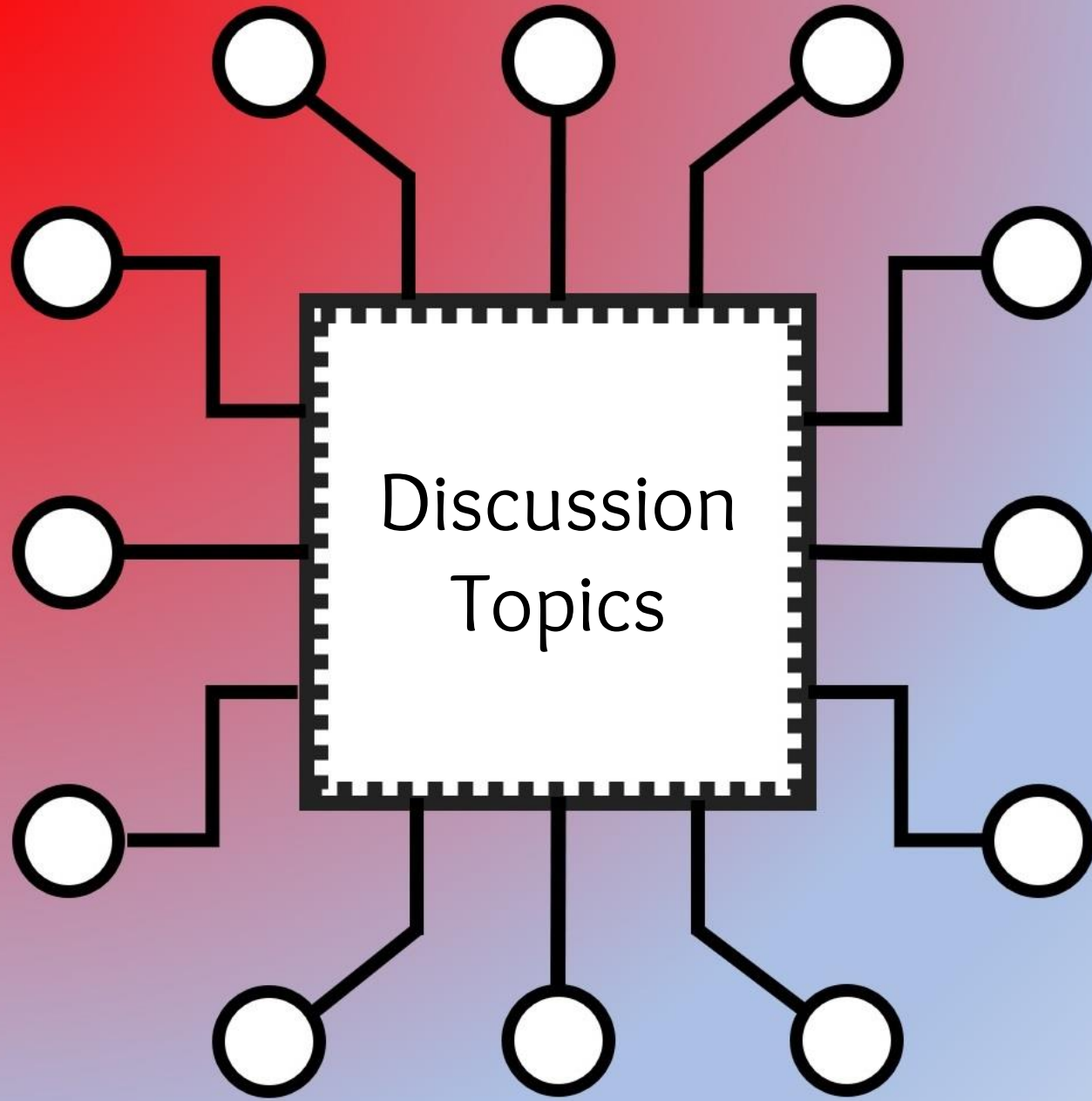
Choose a pathway that works best for YOU, your business goals, time availability, and resources.



Breakout Room #1- Goals

- Share your vision for your website. How will your website help you achieve your goals?
- What ideas did you get from your research to improve your website?
- Share your website link in chat if desired.

Pro Tip: Take
photo/screenshot

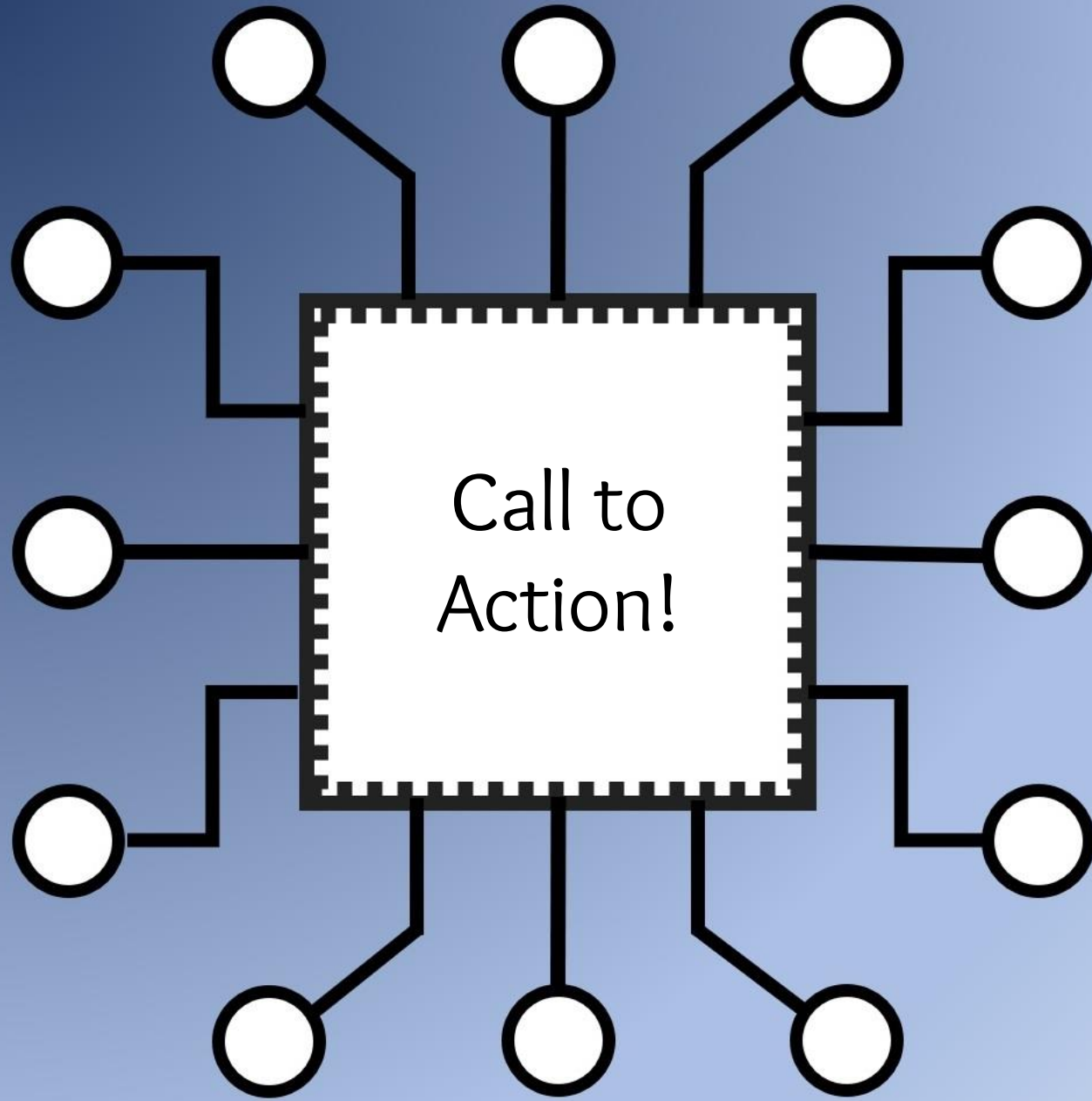


Breakout Room #2

How Will You Get There?

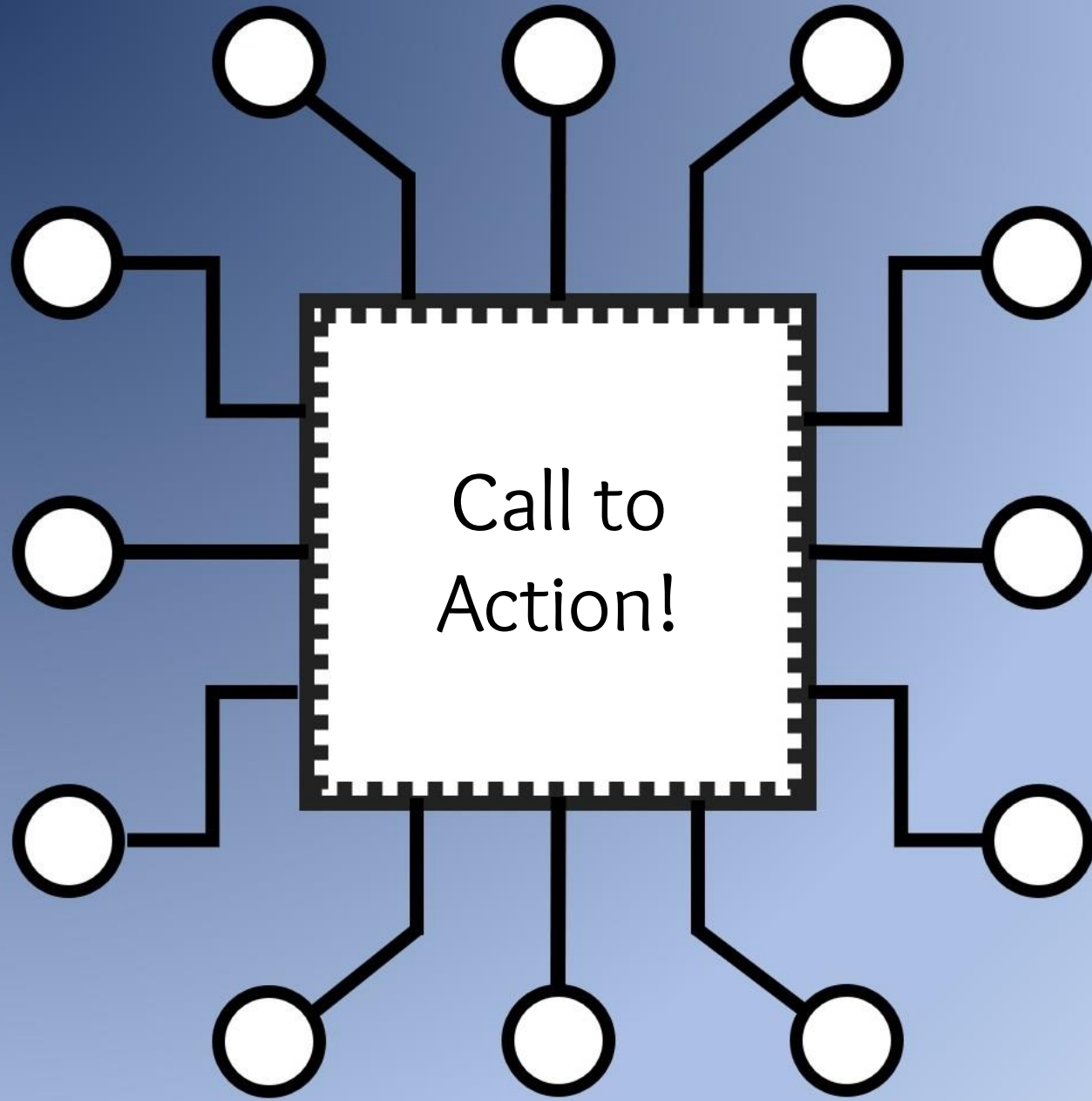
- Think of the specific actions needed to get your website where you want it to be.
 - How can you make this happen?
 - How have others solved the obstacles you face?

Pro Tip: Take photo/screenshot



Let's get those websites humming along!

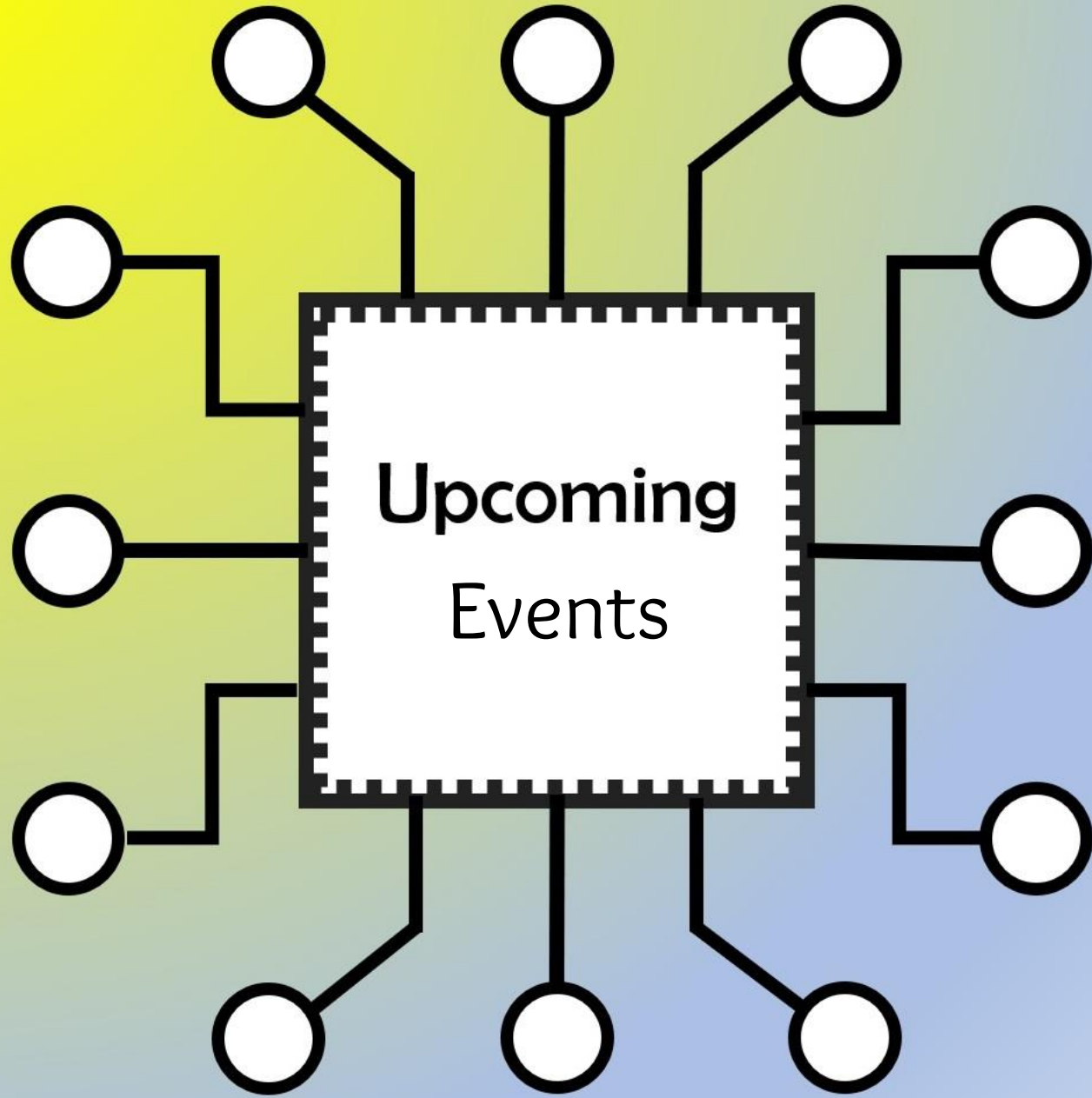
- Perform Self Audit
- Create/improve your website
- Share your progress on the POP FB page
- Share your website link on the POP FB page if you want feedback
 - All feedback should be constructive, specific and delivered kindly



Start working through the Social Media Document* which includes:

- Benefits
- Preparation Readings and Classes
- Exploration Exercises
- Calls to Action
- Preview of Discussion Questions for July Zoom sessions

* Posted in the POP! SIG Facebook Group under Files section (top right tab/more...) and the POP! SIG webpage on the SAQA website



Join us on the Third Thursday via Zoom:

12 PM Eastern Time

7 PM Eastern Time

**Each time slot has a different Zoom link

May 20 – Welcome / Goals / Audience Discussion

June 17 – Website Discussion

July 15 – Social Media Discussion

August 19 – Newsletter / Blogging Discussion