

Firewater offers free digital session for local charities

Sandton-based digital and PR agency Firewater is inviting charities from across Joburg to a free Digital and PR Therapy session on 17 November. The session has been designed to better equip non-profit organisations with their digital and public relation strategies so that they can thrive and get more support from public and corporates entities.



Firewater has seen a massive gap in what charitable organisations are doing and what their potential is, says MD Alon Berman. “Knowing how to use free Google AdWords, crowdfunding campaigns and having a digital strategy both for your website and social media, are the basics to running a successful organisation. Firewater not only wants to take selected non-profit organisations through these strategies and how to take advantage of them, we want to take it one step further and equip these organisations with a plan that will help them prosper in their fields.”

The session will focus on developing a content plan, targeting the correct audience, social media management and media relations.

The Digital and PR Therapy session will take place at the Firewater office situated in Country Club Estate, Woodlands Drive, Woodmead, on 17 November from 8.30am for 9am to 12.30pm. NPOs can apply to participate at www.firewater.net or email pr@firewater.net before 10 November.

For more, visit: <https://www.bizcommunity.com>