

# BHS Scotland presents A Workshop for Coaches 'Marketing Yourself in a Modern World' - using google, websites and social media

**Delivered by  
Jenny Mills  
From  
POSH Agency**

Jenny specialises in social media and digital marketing and is a BE rider herself



#### **Being accessible on google**

- ❖ Setting my business up on Google Places
- ❖ How riders use google searches to find my business

#### **Having your own website**

- ❖ Benefits, costs, management

#### **Social Media**

- ❖ Set up Facebook/Improve my facebook page
- ❖ Instagram/Twitter/Google+
- ❖ Set up a LinkedIn Profile/Improve my facebook page
- ❖ Quick tools to boost engagement
- ❖ How to use these platforms on a regular basis

#### **Directory listings**

- ❖ Other places to expose my business online

**Bonus feature: Gillian Elliot from horsescotland will talk about the importance of Equality in the horse work**

**Monday 22 October, 1 to 3 pm  
Auchterarder Golf Club, Orchil Road, Auchterarder  
Perthshire PH3 1LS  
Cost is £20**

**Book your place online:**

<https://clubentries.com/BHSscotland/>

[www.bhsscotland.org.uk](http://www.bhsscotland.org.uk)

 [www.facebook.com/TheBritishHorseSocietyScotland](https://www.facebook.com/TheBritishHorseSocietyScotland)

 [@BritishHorse](https://www.twitter.com/britishhorse)

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