

Introduction to Social Media

Duration: 2 days

Price: £445 + vat

If you're not already using Social Media Marketing to connect with customers and generate traffic to your site you'll soon be dropping down Google's rankings and losing business. Social Media is now an essential part of the marketing mix. This Social Media Course will show you how and why to use blogging, Facebook, Twitter and LinkedIn to engage with your customers, build your brand and increase sales. This Social Media course provides hands-on, practical tuition on why and where to use social media to make the biggest impact for you. You will discover the possible pitfalls of using Social Media, learn appropriate Netiquette (Internet etiquette), as well as looking at examples of how to best spread your message.

Course Objectives

On completion of this Social Media Training Course delegates will:

- Understand the underlying principles of Social Media to engage with your clients
- Formulate an Action Plan that combines the key Social Media Networks and tools
- Effectively create compelling content to increase your online presence
- Be able to monitor the success of Social Media campaigns

Course Content:

Introduction

- What is social media?
- How can it help my business?

The Big Picture

- Establishing your identity and your message
- Finding your Tribe
- It's not about you, it's about them
- Conversations, relationships, word of mouth and transparency
- The key social media tools and networks
- The consolidated approach

Blogging

- Why blog and What to blog about
- The key types of blog post
- Research methods for writing relevant, timely content
- Engaging the audience with video

Making best use of specific platforms

Twitter

- How does Twitter work?
- Setting up a Twitter account
- Retweets, hashtags and lists
- Tweeting rich media
- Managing and enhancing Twitter with apps

LinkedIn

- Your profile
- Building connections and getting recommendations
- Using groups – drive traffic with news & discussions

Facebook

- How can I use Facebook to aid my business?
- Developing a fanpage
- Facebook apps to share content

Pulling it all together

- Working efficiently by connecting the platforms and networks
- Working consistently

Monitoring your Performance & Developing an Action Plan

- What are people saying about you?
- Analytics and stats tools
- Developing your strategy

Course Pre-requisites:

Prior to attending this course delegates should have:

- A good understanding of the web
- Twitter, LinkedIn & Facebook accounts already set up