



SOCIAL MEDIA COURSE

OBJECTIVE

To demonstrate how to establish a social media campaign for your employer / own business on platforms such as Twitter, LinkedIn, YouTube and Facebook. To provide strategies for the ongoing maintenance of your social media campaign and associated developments.

COURSE FORMAT

The course is tutor led with a series of practical exercises. Each delegate will receive attention to their individual situations. The tutor currently runs live campaigns.

COURSE CONTENT

Twitter

- Introduction to Twitter.
- Building the perfect profile.
- Starting Tweeting – what to say, how to say it and who to say it to.
- Finding who to follow and how to follow – strategic following and how to gain followers.
- Types of retweets – which to use when and how to get retweeted.
- Retweets Hashtags, trends and search feed.
- Lists: creating, search, following and using.
- Advanced search techniques – finding potential opportunities.

SEO

- What is SEO?
- Onsite optimisation
- Develop your websites presence through quality content
- Building backlinks and blogs

WHO SHOULD TAKE THIS COURSE?

This course is aimed at company staff or small business owners who are looking to take on their company's social media campaign. It can also be suitable for anyone who is looking to start or maintain a Social Media Campaign.

SCHEDULE

Ask our office on 02072488987 for the next available date or check our [schedule](#). The course runs from 10:30 to 16:30 over one day.

LinkedIn

- Setting up a profile (personal and business) – Building your network.
- How and when to search/add people we've come in to contact with.
- How to engage with those people – LinkedIn etiquette.
- What to do to keep profiles/updates 'fresh'.
- Groups – what to join and how to contribute.

Facebook

- Setting up the page ready for new 'likes'.
- Understanding the business page.
- Ideas for populating the timeline.
- How to grow page 'likes'.
- Other business pages.
- Facebook advertising