

# Social Media

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## Overview

This half-day course is suitable for anyone interested in enhancing their knowledge of Social Media platforms such as Facebook, Twitter and LinkedIn.

By the end of the course delegates should be confident in using Social Media Platforms to enhance their business.

Learn to grow your business using the power of social media. Learn about the different platforms and the unique ways of drawing business towards you using it correctly to benefit your business. Get your company and brand marketed across the broad range of social media platforms to drive awareness of your brand, products, website and business.

## Content

- Learn how to apply each of the social media platforms to your business.
- Understand how to use each platform correctly in order for your business to thrive.
- Become instant and active with Twitter.
- Learn to join on-line virtual networking hours.
- Use Facebook to share information across other businesses in your area.
- Help push your business further.
- Learn to use LinkedIn and build a professional profile; create a business page, groups and share content.

\*Delegates should bring with them their log in details for Facebook, Twitter & LinkedIn and also 3 digital images to use such as company logo.

