



Social Media for Business

Who should attend?

This course is suitable for anyone wanting to start or is using social media in a professional capacity. It looks at the different ways of communicating with your existing and potential clients and the do's and don'ts of the social media world.

Course Aims & Objectives

The purpose of this course is to look at the key tools available to improve sales, generate leads and drive traffic to a business website.

By the end of the course delegates will be able to:

- Identify the different social media platforms and understand which ones are appropriate for your business; LinkedIn, Facebook, Instagram, TikTok, YouTube and X (Twitter)
- Set up and manage your own social media accounts
- Use your social media account effectively
- Devise a plan of work that can be implemented into your job role

Course Outline

- Course Introduction
- What is Social Media?
- Analysis of Key Social Networking Sites
- Ways in which social media can assist your Business
- Setting up Company Social Media Accounts
 - Setting up a Meta Business Suite or LinkedIn
 - Creating a content calendar
 - Tools to use to make life easier (editing, content creation, scheduling)
 - Writing your first post and review
- Which Social Network(s) will work best for your Business
- Managing Social Media, Tracking Brands and Keywords
 - How to read the analytics and insights on each platform
 - How to tweak strategy based on the data
- Action Plan

Certification

Certificates of attendance will be awarded to delegates upon completion of the course.

Duration

½ Day

Location

We can offer courses on company premises for a maximum of 12 delegates or upcoming open courses in your local area.