

## Social Media Workshop: An Introduction

### Duration:

One day

### Objective

This one day Social Media Training Workshop is specially tailored for the small to medium-sized business. It is an interactive, hands on, one day session suitable for everyone who wants to see business benefits from Facebook, Twitter, LinkedIn and the rest. The main course objectives are:-

Create high impact profiles to build social media presence

Develop quality networks in target markets

Design content to engage your audience and generate leads for your business

### Contents

This course will:-

Explain social media networks - Twitter, Facebook & LinkedIn

Identify tools and features of social media networks

Demonstrate tricks and tips of managing social media more effectively

Show how to create engaging content

Demonstrate how to develop a unique social media plan & best practice policy

Help you identify where social media can go wrong: know the risks - 'Social Media And The Law'

Show how to use social media tactics and metrics to monitor your return on investment

Help you build and grow a quality network to attract your target market

Demonstrate lead generation strategies which capture and cultivate leads

### Who should attend

This short course is ideal for those starting out or have used social media but want to develop campaigns and implement a social media plan that will start generating leads for their business and ultimately increase profitability.

### Course benefits

The course is interactive and jargon free, focussing on delivering an understanding of how social media can support your marketing plan.

### Additional information

You don't need to have any experience of social media to attend this course - this caters for all abilities.

### Certificates

Each delegate who attends will receive a certificate of attendance.

### Trainers background

The trainer of this course has held positions in the public and private sector for the last 15 years. He is a full member of the Chartered Institute of PR and has extensive experience working in corporate communications and digital marketing as well as management training, business mentoring and strategic change management.