

Beginners Guide to Social Media

One Day Course

Course Introduction

This one-day interactive workshop is designed to give a basic understanding of the core elements of social media. If you are new to using social media for business and want to understand how to start using it within your role or to promote your own business, this beginners course is for you. In addition to the 'Why' and 'How' of social media, the course also covers the key features of the three main social media platforms of Twitter, Facebook and LinkedIn. This course is run in association with SocialB, an award winning social media company.

Course Aim

By the end of the course, you'll have learned how to design a social media strategy for your brand and how to use social media in an influential way to enhance and grow your business. Plus, you'll discover exactly how to measure the impact of all those shares, likes and re-tweets. You do not need any prior knowledge of digital marketing or social media to attend this course.

Course Outline

Course content

- Why is social media so important for businesses?
- How to set up accounts and create compelling content
- Audience targeting and behaviours
- How to integrate social media into your current marketing plan
- Developing a successful social media strategy for your business
- Using Twitter, Facebook & LinkedIn
- Measuring the effectiveness of your content
- Reputation management - how to deal with negative comments
- An overview of the most valuable social media tools available for businesses

What will I learn

- The basics of social media and the advantages it offers.
- How to use Twitter, Facebook and LinkedIn, from the basics of setting up accounts to suggesting what type of content to create for your target audience on each of these different social networks.
- How to build a simple social media strategy and what tools to use to plan, undertake and monitor social media activity for your company or business.

Related courses: Advanced Guide to Social Media; Search Engine Optimisation; Google Analytics; Google AdWords; How to Approach Customer Service on Social Media; Instagram & Pinterest For Business; Create Engaging Online Campaigns

St James' Mill, Whitefriars, Norwich, NR3 1SH
01603 677107
enquiries@jarroldtraining.co.uk
jarroldtraining.co.uk

Registered name Jarrold and Sons Ltd. No 75278 England