

### Social Media Management: Introduction

The growth of social media for business use has left some businesses behind. Learning the basics of social media should be the imperative of any businessperson looking to develop their business' social media presence. Ideal for 1–9 delegates. If you require more please contact us and we can make arrangements.

### Overview

This is an introductory course for those who are novices in the world of social media. You will learn how to operate the basic functions of both Facebook and Twitter, and how to implement them into your daily business practices. You will also learn about the underlying business principles behind social media usage, and how to use the basic functions of social media appropriately and effectively. On the conclusion of the course you will have a better understanding of how to use social media for business.

### Aims

To demonstrate the usefulness of social media to a business which will, in turn, help grow business social media outreach and stimulate market attention to your business services.

### Objectives

- Build your brand and company image in the social media sphere.
- Attract new customers by using both secondary and primary methods.
- Engage with your market and target audience and demonstrate company dynamism.
- Give support and answer queries.

### Subject Areas Covered

- ✓ The basics: 'What is social media, and how can it help me?'
- ✓ Strategy. The different directions a business owner may take, and why.
- ✓ Posting and updating. Learning how to find something to talk about and how to do so.
- ✓ 'Do's and don'ts'. Key points to grasp during any social media usage.



### Costs

The basic cost of the course is £105.00 for 1–4 delegates. Each extra delegate up to 9 is an extra £15.00 per person. Mileage charged – contact to discuss details.

#### ***We provide...***

- 2 x reference notes.
- 30 days guaranteed support (1 hr).
- Q&A sessions before and after.

#### ***When and Where?***

- Location to suit you.
- On-site or Off-site.
- Please discuss for further details.

#### ***Customisation***

- Elements of the course can be customised to suit your needs.
- Focus can be made on different areas for more specialised learning.