

Introduction to Social Media

Duration: 1 day

Price: £225 + vat

This course will help you to understand social media and the best ways to use them to build relationships and bring in new clients. You will discover the possible pitfalls of using social media as well as looking at examples of how to best spread your message and engage your clients.

Course Objectives

On completion of this Social Media Training Course delegates will:

- Understand how to use Social Media to engage with clients online
- Know what to blog about, and when to blog
- Know how to leverage Twitter, LinkedIn, FaceBook and YouTube to spread messages effectively and drive web traffic
- Be able to monitor the success of Social Media campaigns

Course Content:

Introduction

- What is social media and how does it differ to traditional media?
- Conversations, relationships, word of mouth and transparency
- Trends and latest developments

Blogging

- Why blog?
- Research methods for writing relevant, timely content
- Transforming competitors into collaborators with links and commentary
- Making your blog socially compatible
- Embedding video with YouTube

Making best use of specific platforms

Twitter

- How does Twitter work?
- Setting up a Twitter account
- Retweets, hashtags and lists
- Tweeting rich media
- Managing and enhancing Twitter with apps & tools

LinkedIn

- Your profile
- Building connections
- Using groups – drive traffic with news & discussions
- Getting recommendations

Facebook

- How can I use Facebook to aid my business?
- Developing a homepage
- Setting up a group vs. setting up a page
- Facebook apps to share content

Monitoring your Performance & Developing an Action Plan

- Where are the people you want to reach?
- What are people saying about you?
- Analytics and stats tools
- Developing your strategy

Course Pre-requisites:

Prior to attending this course delegates should have:

- A good understanding of the web
- Remote access to e-mail - you will be setting up new accounts during the course.
- Twitter, LinkedIn & Facebook accounts already set up