Social Media – Facebook, Twitter and Blogs

Who Should Attend

Social Media is rapidly becoming an area where businesses can gain a competitive advantage; it's become the new buzz words. This course will enable delegates to Understand the range of channels available and how to best deploy them, to develop a plan of activity and identify where to start with your social media strategy.

Objectives

After attending this course delegates will be able to:

- Understand the principles of Social Media and marketing for business seccess
- Identify how to use the tools available
- Develop a strategy for using Social Media platforms
- Indentify suitable content including key words
- Understand how to get started

Programme

- What is Social Media
- The business opportunities
- Indentifying useful content
- What tools to use
- Power of Blogs
- Setting up Social Media Tools
- Saving time / integration
- What's being said about me
- Tracking the effectiveness
- Structured activity planning
- LinkedIn, Facebook, Twitter – Why?

Key Benefits

- Better understanding of Social Media platforms
- Identify opportunities to use Social Media
- Understand where to start
- Create Action plan for structured activity

Venue

Commerce House
123 St Nicholas Street
Coventry CV1 4FD

Duration

1 day
9.30am – 4.30pm

Bookings & Enquiries

Our Business Development Team are happy to answer any queries you may have regarding the availability of places. For further information on any of our services and courses contact them by telephone on 024 7623 1122, email at enquiries@cwtcov.co.uk

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