

# Practical Social Media – Facebook, Twitter and Blogs **NEW**



## Who Should Attend

Throughout the course delegates will make use of social media tools to gain skills in creating content that directs and drives web traffic. Our practical workshop offers a step by step guide in using social media to promote and develop the reach of business.

## Objectives

After attending this course delegates will be able to:

- Create accounts on social media platforms
- Understand how to build company and personal profiles
- Identify key points for branding of toolsets
- Construct content that is focused for search
- Get Started on Social Media

## Programme

- Social Media Action Plans
- Blogs – Creating a Blog
- LinkedIn – Personal / Company
- Twitter
- Content Generation
- Facebook Pages
- Facebook Apps
- Apps to make it easier

## Key Benefits

- Application of theory, learn 'how to'
- Understand the key principles to creating content that works
- Create Action plan for structured activity

## Venue

Commerce House  
123 St Nicholas Street  
Coventry CV1 4FD

## Duration

1/2 day  
9.30am – 12.30pm

## 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](mailto:enquiries@cwtcov.co.uk)

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