



Social Media for Small & Medium sized Business

Description

This short course will give you an insight and understanding of what social media can do for your business. It's aimed at sole traders or small businesses, but much of the course content is relevant to any sized business.

These sessions are aimed at those new to the world of social media for business. Sole traders and small or medium sized businesses can all benefit from harnessing the power of social media to help build their brands, online community and reputation.

Going further with social media? We run a follow up course which revisits some of these topics in more depth. Contact us for more details.

Syllabus

A brief overview of several areas to consider when beginning to work with social media for your business:

Over two 3 hour sessions we cover *an introduction* to:

- Facebook: pages, profiles and privacy
- Twitter: hashtags, lists, networks
- Using social media on your website
- Analytics and insights, a brief look
- LinkedIn pages
- What about content?
- Time saving tips
- Communicating with your community

Learning Outcomes

Participants should gain a practical first steps knowledge of how to approach social media uses for their business. Particular focus is on small business, so free and easy to set up tools are covered.

Participants and Requirements

Any person seeking to find out more about how their business can benefit from using social media. No experience necessary!

Certificate

Attendance Certificate

Course Duration

6 hrs

