

Social Media for Business

Introduction



You will learn:

- How Social Media works
- The most appropriate Social Media channels for your business
- A working knowledge of Facebook, Twitter, Instagram, LinkedIn and Pinterest
- How to manage your social media profiles more efficiently
- How to plan content in advance
- How to report on the most meaningful Social Media results
- How to kick-start your Social Media activity with an easy to action campaign

Course Content

- What is Social Media and how can it benefit your business?
- Goal setting for Social Media
- Identifying the right Social Media platforms for your business – B2B and B2C
 - Exploring Facebook
 - Exploring Twitter
 - Exploring Instagram
 - Exploring LinkedIn
 - Exploring Pinterest
- Creating a Social Media strategy
- Scheduling Social Media posts
- Measuring your Social Media Performance
- Common pitfalls & mistakes
- Social Media quick wins

