

Social Media Skills for Business

Duration: 1 Day

OBJECTIVES

This course is a one day hands-on workshop for businesses from all industries, ideal for Directors, Business Owners, Entrepreneurs, Business Development, Sales, Marketing and Customer Service professionals who need to understand the benefits of using social media as an online marketing, customer engagement and resource tool for their business.

PRE-REQUISITES

The course is appropriate for anyone who has just started using social media platforms such as LinkedIn, Twitter and Facebook. There are no specific pre-requisites.

COURSE OUTLINE

Introduction to Social Media

- Overview of social media and its use in business
- Overview of the key platforms and benefits

How to use Twitter for Business

- Overview of Twitter
- How to complete a Twitter profile
- Why and how to use a social media dashboard application to effectively manage Twitter
- How to Tweet – broadcasting, replying, retweeting and direct messaging
- How to get new followers to your customer base
- How to schedule messages
- How to track industry keywords being mentioned on Twitter for research/business opportunities

How to use LinkedIn for Business

- Overview of LinkedIn
- How to complete a LinkedIn personal profile
- How to make new connections
- How to message connections
- How to introduce yourself to shared contacts
- How to participate in discussion groups

How to use Facebook for Business

- Overview of Facebook – the business page vs. a personal profile
- How to set up a Facebook Page
- How to gain fans
- How to use the Facebook apps – Photos, Events, Notes
- Overview of Facebook Advertising

Basic Strategy

- How to save time using a social media dashboard for Twitter, LinkedIn and Facebook
- Why to post and what type of messages to post via social media
- How to promote content such as articles (blogs) and videos (YouTube)
- How to begin tracking how social media is benefitting your business

- Key considerations for a social media strategy