

Social Media for Business – An Introduction

Duration: 3 hours

Course Description: Using Social Media effectively is an important element of your marketing mix and a way of engaging with your customers. If you are new to social media for business or just need help getting started, scheduling and posting effective content to the right platforms and creating a simple social media plan, this information packed session will help you focus on your social media activity.

Who should attend? Anyone new to managing social media for their business and not sure what to say, where to start or how to get going.

What will it cover?

- An overview of the most popular social media platforms and how to choose
- What to post, when and how often
- Developing a simple plan you can action in 15 minutes a day
- Utilising some handy tools, tips and resources to save time and money
- How to track, measure and refine your results to improve your social marketing, month by month