

Invent your Social Side



Key Aims

- Delegates will leave feeling confident in registering, building and maintaining social media sites for personal and professional use.
- Enable delegates to maximise the benefits to their organisation of managing a co-ordinated social media presence.

Introduction to Social Media

This is a very practical and fun course. Delegates can bring their own laptops in order to create personal and business social media sites during the course.

The course covers:

- An overview of social media and social networking;
- Where to start with social media;
- Case studies of successful social media campaigns (we will source examples that relate to the delegates attending, where possible);
- Getting started on Twitter, Facebook, YouTube and LinkedIn;
- How to upload content and top tips for what to create;
- Privacy and security issues – how to protect yourself;
- Adding video to your content – brief introduction to shooting, basic editing and uploading.

Target Audience

PR, Marketing, HR personnel and small business owners

Duration of Course

Full day

Maximum Number of Delegates per Course

Six

Cost per Delegate

£350

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