

Using Social Media for Business



Who is it for?

This course is for individuals who are now looking to develop a structured social media plan that integrates with the rest of their marketing plan.

What will I learn?

By the end of the course the learner will:

- Discover the elements to be included in a social media plan
- Consider the internal resources needed to implement the plan
- Understand who the key social media stakeholders are
- Integrate social media as part of an overall marketing strategy.
- Understand why you need to integrate social media with your CRM plan
- Understand the steps needed to prepare for and manage a PR crisis through social media
- Practice handling a PR crisis through social media
- Evaluate the strengths and weaknesses of newer social channels, e.g. Google Plus

What will I get out of it?

You will leave this course knowing how to:

- Set up your social media networks
- Maximise social media for your business
- Integrate social media with your existing marketing activities

What is the course duration?

1 day



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Course Programme

What exactly is Social Media?

- Background to this new form of media
- Why it is anything but a fad
- Looking at how it has quickly grown into a worldwide phenomenon
- Key points to bear in mind for business users

Analysis of key social networking sites

- Brief explanation about the key 200+ sites in existence
- Twitter, Facebook for business , You Tube and LinkedIn

Ways in which it can assist your business

- Driving traffic to your website
- Building your brand
- Improving your position on search engines
- Lead generation
- Humanising your brand

Setting up corporate social media accounts and how to use them effectively – a practical walk-through

- Twitter for business
- Using Facebook to build a fan base of customers
- Effective use of Video
- Leverage your contacts via LinkedIn and LinkedIn Groups

Managing Social Media, Tracking Brands and Keywords

- Capturing what people are saying about you
- Tracking keywords to find followers / influencers
- Finding the right conversations
- Watching competitors
- New business generation – tracking direct key phrases
- Measuring and tracking activity

Your Social Media Activity – A Practical Plan

- Scheduling your activity
- Testing and doing what works for you
- Publicising your social media sites
- Blogs to follow
- Forums to participate in

Book your place today!

Call **01895 853703 / 01895 853717** or email employerservices@uxbridgecollege.ac.uk to request further information or reserve a place.



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