

Google+ for Business

Google+ for Business is a short online course that takes the mystery out of one of the newest and most under-utilised social media platforms. It delves into what the platform does for you personally, and as a business user, and unearths tricks of the trade that you'll find really valuable.

From setting up your Google+ profile, to joining circles, sharing documents and publishing articles no stone is left unturned.

This course looks at how to use Google+ as a powerful social media tool. It introduces you to all the elements, some of which you might have otherwise missed, and shows you how to get the very best out of its functionality. Whether looking to promote yourself or your business, you'll have a whole new set of tools at your fingertips after this course.

It's exciting to see the huge scope of using this platform properly.

Designed for

Those wishing to use this popular social network to promote their business.

Prerequisites

A basic knowledge of computers and internet use would be an advantage.

Course Content

Google+ for Business is a practical course that really explores this platform. With a step by step guide on how to really get under its skin and make it work for you, this course starts with the basics then uncovers some very creative uses.

With Google+ for Business you'll see:

Why it can't be ignored * How to maximise its impact * How to promote your business *

You'll learn:

- **What is Google+ - its key features and benefits; personal profiles; the Google+ audience; how it can benefit personal and business users**
- **Setting up a personal profile – how to create a profile, including using photos, optimising and editing the profile; circles; security; status updates; events; hangouts; searching on Google+; Google Drive and Google Authorship**

- **Google+ for Business – creating a business page; using Google Local; using and promoting the Google+ business page; using communities; measurement; best practice**

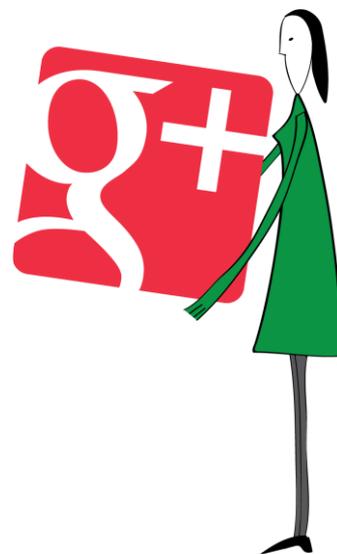
Target Audience

This course is ideal for anyone looking at how to use social media to promote their business or personal profile.

Particularly suitable for PAs, EAs, Office Managers, Marketing Assistants, Business Development Managers, Entrepreneurs as well as those involved in PR, Event Management and Promotion.

Duration

Google+ for Business gets you up to speed in just 4 hours. An online course, with the content split into sections, you can take it a step at a time, and in fact, take as long as you want. You won't be able to resist trying out some of the different uses for it - we guarantee it. Learn something new, then put it into practice - it's a great way to learn.



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