

# Social Media Strategy for Business

**Social media is no longer just for us to keep in touch with people on the other side of the world – it's now very much recognised as a crucial business tool, and powerful method of communication, no matter what sector you work in.**

**However, using it for business brings new challenges and there are many do's and don'ts to be aware of.**

Once you've seen how you can use it to build connections, network online, promote your company and research your industry, there'll be no stopping you!

You can get up to speed in just 7 hours and this practical course takes you through the basics one step at a time.

There's an exciting world awaiting...

## Designed for

Those who wish to learn about Social Media Strategy for their own business or for those wishing to find work in this field. Suitable for PAs, EAs, Office Managers, Marketing Assistants, Business Development Managers as well as those involved in PR, event management and promotion.

## Prerequisites

A basic knowledge of the internet and an awareness of social media would be an advantage but are not essential.

## Aims and Objectives

To learn how social media can be used in business for marketing purposes.

## Course Content

This course looks at how to get the best from the social media tools in business. It contains an overview of some of the most popular social media marketing tools.

It explores how a business should select the best combination of tools for their audience, their aims, the resources they have available and their product, drawing on the experience and knowledge of some of the leaders in their fields. A number of tools for measuring success for Social Media are also covered.

The course is also constantly being updated, so you can be sure you are fully up to date with the latest developments in this fast moving and fascinating arena.

**Module 1:** What is Social Media? Why use Social Media? What worries you? What excites you? Taking a strategic approach

**Module 2:** Reviewing current marketing activity

**Module 3:** Reasons and aims for Social Media marketing, the impact of the type and size of the business on the methods chosen, typical audience groups, identifying the Social Media audience of a business

**Module 4:** The range of Social Media tools, Blogs, email newsletters, niche tools, LinkedIn, Twitter, Facebook, Google+, Videos, Podcasts, Images, Forums, Social Bookmarking, Mobile, Other content

**Module 5:** What is content, creating a content plan, re-using content

**Module 6:** Resources, social media policy, risk and crisis management

**Module 7:** Measuring success

**Module 8:** Creating a strategy, best practice

## Benefits

- **The flexibility and value of an online course designed to enable you to work at your own pace**
- **The opportunity to gain the widely recognised Pitman Training Certificate**
- **A textbook supporting this and related courses is also available for your reference**

**Course duration: 7 hours**

The CPD Standards Office  
CPD PROVIDER: 21121  
2014 - 2016  
www.cpdstandards.com



Make sure this course is right for you - have a friendly chat with a Course Adviser, arrange to drop in to have a FREE taster or book a place...

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