

# Social Media Award

Our Social Media Award takes you through a vast amount of content, in a short space of time. You'll become fully immersed in the world of social media, and be awash with ideas for how you can use it in business, to help achieve results that boost your career.

If you're looking for a career in marketing, event management, or as an Exec PA, you can't hide from social media. A fantastic addition to our Event Management Diploma or Executive PA Diploma, as well as being a strong individual course, this diverse, practical award equips you with various skills.

As it's an online course you can work on it at a time that suits you, and our course advisors are also on hand to support you, should you need their help.

Areas covered include:

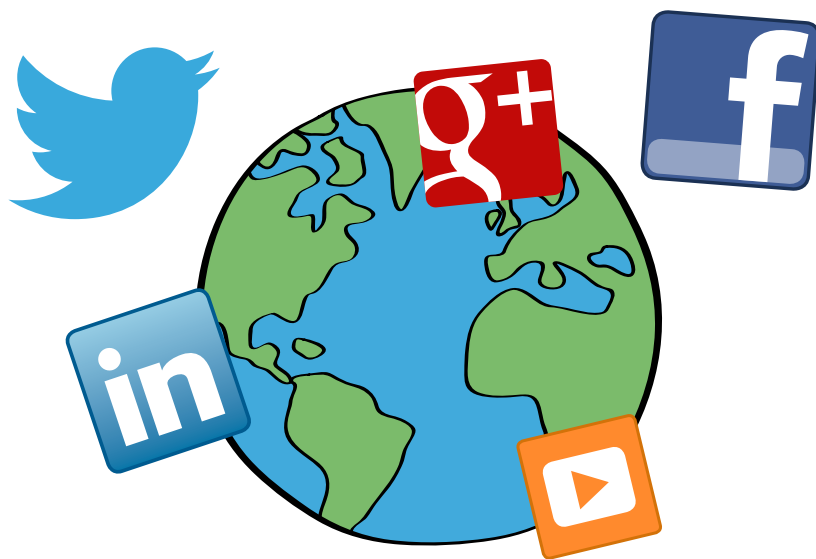
- **Social media skills across Twitter, Facebook, LinkedIn, Google+**
- **Using video within your social media plans**
- **Using social media to boost SEO including Blogging**
- **Creating effective business strategies for social media engagement**

On completing the course, you'll be able to use your new knowledge to impress your boss, or potential boss. The Pitman Training Award – your 'mini-Diploma' - will boost your skills, but also help your CV stand out from the rest, as Pitman Training is highly regarded by employers.



"I had dabbled with social media but really needed to understand its role strategically. This course is jam packed full of great information and the practical exercises made it really easy to pick up and use in my existing role. I found it hugely valuable"

**Lisa, Marketing Assistant**



The CPD Standards Office

CPD PROVIDER: 21121  
2014 - 2016

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Get the Pitman Advantage™

# Pitman Training Social Media Award

You can choose from any four of the following courses:

## Social Media Strategy for Business

This course contains an overview of over 15 tools that a business could use for social media marketing, to make sure they are appealing to their audience, along with a number of tools for measuring success for social media.

## Twitter for Business

Here we offer a complete guide to setting up a Twitter profile, understanding the Twitter language and best practice usage of Twitter. We look at finding people to follow and attracting followers. The course moves on to look at HootSuite – a tool to make Twitter use easier and more targeted.

## LinkedIn for Business

On completion of this course, you'll be able to set up an optimised LinkedIn individual profile and use LinkedIn to connect to, and engage with your contacts. You will learn about using LinkedIn groups to improve your credibility and visibility. We also cover setting up a company profile, using LinkedIn advertisements and measuring your success.

## Facebook for Business

This course shows you the difference, and overlap, between using Facebook for your personal profile and for your business. With a guide to Facebook apps, creating competitions and using Facebook advertising, as well as how to measure the success of your Facebook Page, you'll start to see the vast opportunities.

## Google+ for Business

In this course you'll learn what Google+ is and why it should be used for business. We cover creation of a Google+ profile, circles and security, the use of +1s, events, hangouts and communities. The process of setting up Google Authorship is also covered as well as Google Local and measurement.

## Video for Business

The course covers the reasons for using video to market a business, the video audience and scheduling content for videos. The processes of storyboarding, capturing and editing a video are looked at in detail, along with measuring its success.

## SEO for Business

This course covers the importance of SEO and how different search engines work, focusing on the Google search engine and tying this into SEO. We help you identify keywords for the business and look at where these should be used in your website, blogs and social media. The course also covers the importance of link building.

## Blogging for Business

This course takes students from the initial stages of exploring and using other people's blogs to gain exposure, to creating and managing their own blog, producing and distributing posts through social media channels, and building a network of fellow bloggers.



## Guideline Learning Time

20 hours flexi study  
or 1 week full-time\*

\*Full-time is based on  
approx 20-30 hours a week



For further information, a free one to one consultation, or to book a free demo contact your local Pitman Training Centre

[www.pitman-training.com](http://www.pitman-training.com)



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