

# Social Media for Business Diploma

This diploma covers how best to use all key social media platforms such as Twitter, Facebook and LinkedIn from a businesses perspective. You'll look at strategy, effective communication and marketing essentials aswell to give you a rounded skillset.



Tel: 020 7256 6668



**Our Social Media for Business Diploma covers they key areas of how to utilise social media for business purposes, and helps you see how you can make it a part of your everyday marketing. It is designed for anyone interested in marketing, event organising, for PAs developing a career or owners of small businesses.**

As a result of completing this diploma we want you to be social media savvy, and confident when it comes to online marketing. Whether this is a part of your role, or is the main focus of your job, it's never been more crucial that you can communicate well online. This diploma makes sure you're on the top of your game, and don't get left behind by the online world.

With the study of this diploma you'll understand all they key social media platforms, and start to appreciate their benefits. As part of this training programme you can also tap into web design, time management and marketing skills, to really ensure you're stepping up a gear in your career. A diverse diploma, there is huge value in mastering the elements covered off in this course.

Getting familiar with key platforms, as well as topping up your communication skills, you'll become much more confident in the results you can create.

Team your online skills with event management and time management skills, as well as learning some basics of web design and there'll be no stopping you!

## Aims and Objectives

Gain the skills required to confidently manage a businesses social media presence.

## Pre-Requisites

There are no specific pre-requisites required before starting this diploma.

## Career Path

With this diploma you can look towards jobs such as Social Media Assistant, Social Media Executive, Social Media Manager, Content Executive, Marketing Executive and more.



**CPD Points 135**

(Awarded CPD points upon successful completion).

## Core Courses

### Blogging for Business

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

### Facebook for Business

Learn how to use facebook to help promote and market your company. Looking at how businesses can maximise their social media presence we look at the whole spectrum of opportunities that this social media platform offers a business.

### Google+ for Business

Google+ for Business is an online course that takes the mystery out of one of the most under-utilised social media platforms. From setting up your Google+ profile, joining circles, sharing documents and publishing articles no stone is left unturned.

### LinkedIn for Business

This course is designed to bring you up to speed with using LinkedIn in a business environment. It guides you through how to get the most out of the platform, helping you to capitalise on the millions of contacts within arm's reach.

### Marketing Essentials

Over four lessons you'll cover topics such as understanding what a marketing plan is, how to carry out appropriate research, how websites are designed to market the company, effective advertising and the four P's of marketing products.

### Social Media Strategy for Business

Social media is a crucial business tool, and powerful method of communication. This course will help you formulate the right strategy for your business to effectively market to your target audience.

### Twitter for Business

This is a short online course that takes you through the basics of how to get started on this popular social media platform enabling you to use effectively for a number of different purposes.

### Video for Business

This short online course walks you through the technical aspects you need to know to create professional business videos and also help to understand how this fits into the wider marketing mix.

### Search Engine Optimisation (SEO) for Business

This is a short online course that starts to take the mystery out of Search Engine Optimisation (SEO) so you can understand how you can use it to your advantage.

### Effective Business Communication

This excellent course will raise your game when it comes to business communication skills which is often top of the list of qualities demanded by employers.

## Elective courses (choose two)

- **LinkedIn for Jobseekers**
- **WordPress for Business**
- **Time Management**
- **Event Management Essentials**
- **Photoshop CC**
- **Animate CC**
- **Pinterest for Business**
- **Instagram for Business**
- **Illustrator CC**

(Alternative subjects may be chosen if more suitable to your existing skills and career.)

To discuss your current skills and aspirations for the future, please speak to one of our friendly advisors.

**City of London:** Salisbury House, London Wall, London, EC2  
**Oxford Circus:** 50 Margaret Street, London, W1

**Tel:** 020 7256 6668 **Web:** [www.pitmanlondon.co.uk](http://www.pitmanlondon.co.uk)



## Guideline Learning Time

**135 hours flexi study or 7 weeks full-time**  
(Full-time based on approx 20-30 hours a week)