

# Social Media for Business Award

We have a range of different social media courses, all of which can be studied online. In this award, you can choose any four from the range to allow you to build your business social media knowledge.

## Get social skills & master communicating online

For a career in marketing, event management, or as an Exec PA, you need to be social media savvy, or you're going to get lost. The same goes if you're a small business owner. Whether using social media to market your products or services, build loyalty or provide customer service advice, you need to understand the full spectrum of tools available before deciding which to use. With our Social Media for Business Award under your belt you'll be able to create a strategy that's highly tuned to your specific objectives.

## Understanding the platforms

This course has been designed to ensure you feel comfortable using platforms such as Twitter, Facebook and LinkedIn. We take the most popular social media platforms and work through these step by step.

We also delve into how using video within your social media plans can boost your SEO, and we piece all the elements together to help you see how to create effective business strategies for social media engagement.

## The bigger picture

With the options of event management, time management, web design, illustration, and marketing essentials as electives, this award gives you the chance to hone your skills in other areas to become a well-rounded marketing professional - always useful for career

development and for building up your CV. A Pitman Training diploma is something employers recognise as a stamp of quality on your CV, and it can open many doors thanks to the world-class reputation of the Pitman Training brand.

## Aims and Objectives

This course provides you with the basic knowledge you need across key social media platforms, as well as an overview of how SEO and video for business can help. It goes much further than just scratching the surface, always considering the business benefits of using each platform.

Working through the different modules you'll start to feel comfortable with a number of different social media tools, and see how you could utilise these at different points within a social media strategy.

## Career Path

This award can help put you in the perfect position for roles such as Social Media Assistant or Social Media Manager. It's also useful for roles such as Marketing Assistant or Marketing Manager.



**CPD Points 45**

*(Awarded CPD points upon successful completion).*

## Courses Included (choose any four from the following)

### 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.

### Introduction to Google Website Tools

Learn how to best use the tools available from Google enabling you to maximise the impact of your business website.

### 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.

### 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.

### LinkedIn for Jobseekers

If you're looking to maximise your reach and network whilst searching for a new role, this course will give you valuable advice and guidance on making sure you're using LinkedIn to its fullest.

### 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.

### 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.

### 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.

### 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.

### Pinterest for Business

This Pinterest course will give you a great understanding on how to best utilise this visual, image-sharing platform from the point of view of a business.

### Instagram for Business

The Instagram course will help you learn more about the image sharing platform and how it can help with business marketing.

To discuss your current skills and aspirations call now:

**020 7256 6668**

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## Guideline Learning Time

**45 hours flexi study or 2 weeks full-time**

(Full-time based on approx 20-30 hours a week)