



Blogging for Business

This course starts 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.



IS THIS FOR YOU?

This course is great for anyone that is thinking of starting an online blog for their own business or that has been asked to write for their employers blog. It's a great course to take to get you up to date skills on another one of the most popular social media platforms. Having this blogging certification on your CV will give you an additional skill which could help you get your dream job working either in Marketing or PR, as a Social Media Guru/Specialist, Journalist, EA, VA, PA or Office Manager.

ABOUT THIS COURSE

Blogging has become an essential part of the social interaction with others online, to help a business engage with its online customers or audience from a personal, opinion and review.

This Blogging for Business short online course focuses on those who want to learn more about how to create and write blogs in a professional capacity. Writing a blog for a business is a specialist skill and requires a lot of thought to be put into it before publishing to a large customer based audience. It's vital that a business blog has the correct tone for its audience, it can be all too easy to alienate through bad social etiquette which could spell PR disaster for a business.

This course covers all the essentials areas you need to know before getting started with your blog. The three main areas you'll look at are:

Finding out about blogs: which include the different types of blog, typical elements of a blog site and blog post, interesting blogs, blogs to follow, commenting and sharing on blogs, how you could use a blog, what to post and when.

Designing a blog site: which includes the different ways to present a blog, adverts, colours and contrasts, images, accessibility issues and will also look at the different blogging software options.

Maintaining the blog site: which will look at creating a plan, identifying good post content, writing the content, registering with

search engines, distributing posts, sharing and marketing posts and measuring impact.

Whilst you have access to the online learning platform, you will also be able to view additional tutorial sessions which will help you look at Wordpress, Blogger or Tumblr blog sites so that you can gain extra tips and guidance on creating your blog site.

AIMS AND OBJECTIVES

This course has been put together to offer and guidance on how to write engaging, professional business blogs. By the end of this short course, you will be well placed to go on and start a new business blog.

PRE-REQUISITES

There are no pre-requisites.

CAREER PATH

With the successful conclusion of this course you could apply the new knowledge gained in careers such as Marketing Assistant, Marketing Co-ordinator, Social Media Manager, Events Assistant or Events Manager for example. All rewarding careers for people with the latest online social media skills.

COURSE DURATION: AROUND 15 HOURS

(Actual course duration will vary from individual to individual, based on prior skills and application).



CPD POINTS: 15

(Awarded CPD points upon successful completion).

To find out more about this or any of our courses, speak to one of our course advisors.

The best way to predict the future **is to create it.**

To discuss your current skills and aspirations call:

020 7256 6668

or visit: www.pitmanlondon.co.uk

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