



## 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.

### IS THIS FOR YOU?

Using Social Media for business brings new challenges and requires a considered approach. There are many do's and don'ts to be aware of and this course looks at how to get the best from the various social media tools and create an effective, successful social media campaign from a business perspective.

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!

*There's an exciting world awaiting...*

### COURSE CONTENT

**Module 1:** What is social media and what are the benefits? Why use social media? What worries you and excites you? Taking a strategic approach.

**Module 2:** A review of how social media marketing fits in to current marketing activities.

**Module 3:** The reasons for using social media. Identifying social media audience groups. Understanding keywords.

**Module 4:** You will look at a range of social media channels including blogs, newsletters, niche tools, LinkedIn, Twitter, facebook, Pinterest, Instagram, Google+, videos, podcasts, images, forums, social bookmarking, mobile and other content.

**Module 5:** You will think about what you are going to say on social media – the content, choosing content or relationship marketing, content ideas, creating a content plan, re-using content.

**Module 6:** Look at what resources are needed to carry out the social media? A social media policy, the risks of social media and crisis management.

**Module 7:** Measurement of social media activities to ensure a return on investment.

**Module 8:** Creating a social media strategy. Best practice for social media.

### AIMS AND OBJECTIVES

This course has one simple aim - to learn how social media can be used in business for marketing purposes.

### PRE-REQUISITES

There are no pre-requisites for this course.

### CAREER PATH

This will help anyone who wants to take on the social media activities for a business. Roles such as Social Media Assistant or Executive, Social Media Manager will look for people with such learnt skills and experience. It would also be useful for any would-be entrepreneurs who are looking to start their own business and will need to reach out to a new target audience.

### 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](http://www.pitmanlondon.co.uk)

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