



Social Media

A one day, 5 star rated course from the Marketing Training experts



Social Media Course

This is a one day training course for organisations looking to take advantage of the power of social media. It covers the essentials of building and executing an effective social media strategy

We will show you how to create a great presence, how to build a large but targeted following and how to engage this following. We will also show you the techniques you can use to convert followers into customers.

This Social Media course is run at our Manchester training centre plus venues in Liverpool, Leeds and Birmingham. Social Media training is also offered on a one to one basis and for private groups.

Suitability - Who should attend?

This training course is ideal for anyone who wants to use Facebook, Twitter, LinkedIn and other social media channels for a company or organisation.

You might have some experience of using Social Media, but it is not necessary for the course.

Price and Venues

Manchester: £265 + VAT

Liverpool: On request

Leeds: On request

Private courses: On request

It was an absolutely fantastic course with Jane, she had a lot of experience and knowledge which was very helpful, As a company we now can focus on where we were going wrong on social media. It was a very fun course, with nice people and has been a huge help.

Jennifer Baldwin-Saunders | Hylomar

Private & One to One courses

We offer private and one-to-one courses throughout the UK. Please email or call us with your preferred venue, number of delegates and any requests.

Our interactive practical courses and learner centred approach, combined with small class sizes, provides the very best learning environment

Google

5.0 ★★★★★

RATINGS

No more than 6 Delegates

5 Star Rated courses

Practice led learning

3 months online support

Lunch & refreshments provided





Social Media COURSE OUTLINE

This Course will teach you how to set up, manage and monitor your Social Media activities.

Introduction to Social Media

- How Social Media works
- Latest trends and developments

Social Media Strategy

- Creating social objectives
- Developing a social media strategy
- Developing your online voice & identity
- Managing it all
- Competitor analysis
- Social media & Search Engine Optimisation
- Keeping yourself & your team safe

I found the course really useful and it has made me excited to implement some great changes. Thank you so much!

Jonathan Marr | Neve Fleetwood

Developing a target audience

- Understanding how to target your ideal audience
- How to build a following and create a dialogue
- Building awareness and trust

Social Media Channels

- Introduction
- Twitter
- Facebook
- LinkedIn
- Instagram & Pinterest
- You Tube
- Google Plus & others

Content

- Creating ideas for content
- Creating a calendar and using scheduling tools
- Great examples

- Developing the RITE content (Relevant, Interesting, Timely, Entertaining)

Measurement

- KPI's and measuring Social Media
- Measurement tools
- Understanding the results and return on investment

To book please see next page

I enjoyed the Course and found the facilitator very informed and friendly. I thought the course was easy to follow with lots of good examples to follow. I came away with an action plan and I now know which social platforms I need to progress with my business.

Julie Bell | AstraZeneca





Jane was a wonderful trainer and was really easy to talk to. As a social media user already, I learnt a lot more than I thought I would. I was surprised that there were so many more features of social media platforms that I wasn't aware of and would benefit me.

Jessica Webster | University Hospitals NHS

How to book

To reserve your place on the Social Media course, simply pick your preferred date and location, and send us an email or give us a ring.

Or if you prefer, we offer private and In House training on request.

Email: info@mtraining.co.uk

Call: 0161 226 6032

Or visit: www.mtraining.co.uk

We offer group booking discounts for two or more delegates.

