



# 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

## Introduction

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

## Who would benefit from this course?

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

## Public Course Venues and Prices

	1 Delegate	2 Delegates
Manchester:	£295 + VAT	£450 + VAT
Leeds:	£295 + VAT	£495 + VAT
Online	£250 + VAT	£375 + VAT

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

## Classroom & Virtual Classroom Courses

We offer this course as a classroom based course and as a live, interactive online course.

Our classroom courses are run as public courses at the venues shown below or as a private course anywhere in the UK.

Our online Virtual Classroom courses are available for people anywhere in the world with internet access. You will be able to see the trainer, their screen, be able to chat and ask questions, just like on our regular classroom courses.

## Private & One to One courses

We offer private group courses and one-to-one courses throughout the UK from £590 and Online From £550. Please email or call us with your preferred venue, number of delegates and any requests.

No More Than 6 Delegates

5 Star Rated Course

Practice Led Learning

3 Months Online Support

Lunch Provided

Detailed Course Notes

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

Google

5.0 ★★★★★

Great trainer, with an excellent subject knowledge.

Content was useful and relevant to job role. [Sarah] tailored course to individuals needs & skill level.

Nicole Sellers  
Arvia Technology



# 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

### 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
- YouTube & 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



5.0 ★★★★★

The social media course was very helpful,

Our instructor was very knowledgeable and I left equipped and with things to consider that I had never thought about before.

Tim Brown  
Acts 29

For private courses the course content can be adapted to suit your requirements. Please contact us to discuss your requirements.



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## Why Choose M Training's Essentials of Social Media Training Course

- Run by a Social Media expert who runs social media campaigns for many companies, agencies and organisations
- This course is limited to 6 places, so you are guaranteed personal support throughout the day
- 5 Star Rated in Google and Facebook and post course reviews.
- Convenient locations in Manchester, Leeds, Liverpool and Online.
- Choose from public, one to one and private group courses
- Detailed course notes provided
- Lunch & refreshments provided
- Certificate of achievement

## Private and One-to-One Courses

One-to-one and private group courses are available from £690 for a one day classroom course and £590 for a private online course .

These courses are ideal if you cannot make one of the set course dates or if you want a more advanced course or different course outline/focus.

One-to-one and private group courses can be run anywhere in the UK, at our Manchester office or via Virtual Classroom online.

## How to book

**To reserve your place on our 1 Day Social Media course, Simply pick your preferred date and book on our website, send us an email or give us a call.**

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

**Email: [info@mtraining.co.uk](mailto:info@mtraining.co.uk)**

**Call: 0161 226 6032**

**Or visit: [www.mtraining.co.uk](http://www.mtraining.co.uk)**

**We offer group booking discounts for two or more delegates.**

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**

