

# SOCIAL MEDIA FOR BUSINESS

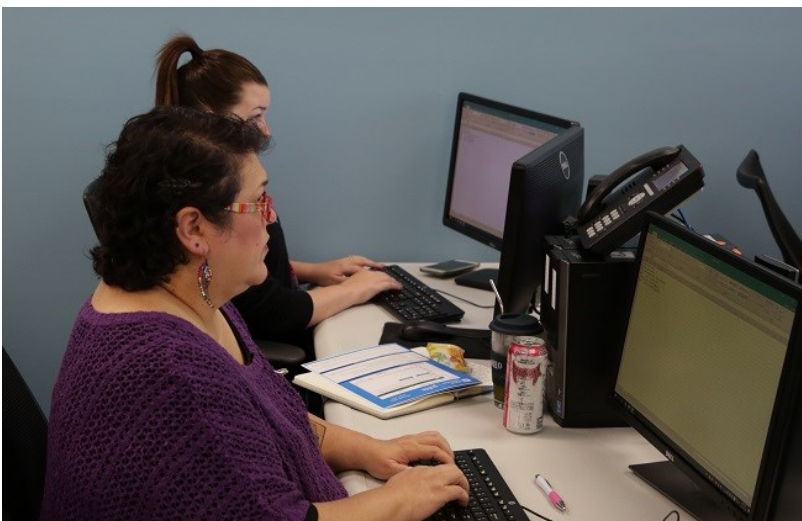


The Social Media training workshop is designed to provide a foundation for the use of social media as a marketing tool in a business environment. By the end of the class, customers will have at least one complete social media profile including a minimum of eight (8) starting posts and an opportunity to do initial site analytics. This class will be useful for marketing professionals as well as those with their own small business, start-up or at-home business.

This class is designed to allow you to see results on your social media pages by the end of the class.

This class will cover Facebook, Twitter, LinkedIn and Instagram and will touch on Google+, YouTube, Pinterest and more.

This class is interactive as well as discussion orientated. It is designed to be fully customizable to your employee training needs and we are able to conduct this training at your site or ours.



*“Thank you for your clear instructions and helpful solutions.”*

*- Previous trainee*

## Brief Class Outline

- Basic popular social media platforms
- Set up social media account
- Choosing account names
- Sharing account administration
- Best practices for image and video use
- Following and followers
- Content marketing principles
- Types of posts
- Using multiple social media accounts
- Quick look at site analytics and advertising

## Contact Us

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