



Social Media Training

■ Description

A workshop covering:

- Different social media platforms
- Dos and don'ts when using social media
- Social media strategy and how it fits into your overall marketing
- How to use Twitter & Facebook effectively
- What to blog and which bloggers to engage
- Photo, video and audio sharing
- Social media management
- Measuring social media output

■ Aims

This course is aimed at giving delegates practical and strategic advice on how to use social media to engage in a two-way conversation with audiences. Learn how to use social media to benefit your organisation and enhance your reputation, while understanding the risks associated with engaging with online audiences.

You will also discover how to monitor and evaluate social media and the impact that it has, as well as learn how to identify and engage with traditional media targets and other influencers online. The programme is designed to give an insight into the kinds of social media that exist and illustrate best – as well as worst – practice.

■ Course Programme

Course content is tailored for each client but can cover:

- Building your online communities
- Effective communication
- Handling negative posts
- Industry examples & competitor analysis
- Social media strategy development
- Facebook & Instagram advertising
- Social media & the law
- The importance of a social media policy

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