



Social Media Training

▪ Overview

Our tailor-made course is designed to enable your organisation make the most from your social media activity. You'll learn about the different platforms and how their use will integrate into your marketing and communications plans.

We'll teach you what to do, and what not to do on social media and help you develop content including photos, video and audio. You'll discover how to manage your social media and measure its outcomes. The course provides practical and strategic advice to develop a two-way conversation with your audiences. You'll find out how its use can benefit your organisation and enhance your reputation, while understanding the risks associated with engaging with online audiences.

Our lead trainer, Karen Ainley, is Mosaic's CEO, a former BBC journalist and has a Masters' degree in Digital Marketing Strategy. We offer specially devised courses for various sectors, including charities, councils and schools and this course is available as face to face training or online via Zoom or Teams.

▪ Programme

Course content is developed for each client from the following selection of modules:

- Building your online communities
- Effective communication
- Handling negative posts
- Industry examples and competitor analysis
- Social Media Strategy development
- Facebook and Facebook advertising
- Instagram and Instagram advertising
- Using Twitter for business
- Using Linked In
- Social media and the law
- The importance of a social media policy

Mosaic Media & MarketingTraining

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