



Social Media Training Course

Level: Intermediate

Duration: 3 hours

Introduction/Summary

If you are keen to learn the basics of how to effectively promote your business, then this 3 hour Social Media Course will help.

The course is delivered remotely via Zoom by our experienced digital marketer and you will learn the knowledge & theory required for you to effectively promote your business.

The intermediate course, is an ideal taster for our Level 3 Digital Marketing and Level 3 Junior Content Producer Apprenticeships. Full details upon request.

You may also be interested in attending our Intermediate SEO Course. Details upon request.

Course Content

Over 3 hours the course covers:

- The importance of amplification and engagement
- Basics of the most important channels
- How to make your posts generate engagement
- Social Media Risk Assessments and making a Social Media Plan
- The customer life cycle and using Social Media at each stage
- How to make a Crisis Management Plan and responding when things go wrong
- How to make a Social Media Policy for Staff
- Basic Management and Monitoring Tools

Requirements/Pre-Requisites

Although there are no prerequisites for this course, the ideal participant will be in a position to actively put into practice what they learn.