



# Introduction to Social Media for Business

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## Overview

Social Media platforms are transforming the way businesses are working. From sales to customer service, from brand management to hiring the top talent required to make a business grow, Social Media has the immediacy and power to grow your business and help you understand what is happening that's relevant to you now!

## Target Audience

This ½ day course is for business decision makers who need to understand the changing social web and what it means for them.

## Pre-requisites

Introduction to Social Media for business assumes little or no knowledge of social media. However, it would be beneficial to have a general understanding of personal computers and the World Wide Web.

## Objectives

At the completion of Introduction to Social Media for Business you should be able to:

- State what is happening right now on social media
- Specify why is it important to business
- Describe the relevant platforms like LinkedIn, YouTube, Facebook and Twitter
- Find out where the conversation is happening online about YOUR business
- Understand how to monitor your brand online and what are the reputational risk issues
- State how companies measure their social media impact including developing a SMART strategy
- Understand current recommended best practice for communicating online, what is acceptable and appropriate for businesses to do

**Course Duration is ½ a day**

**Course Code: SM01**

*learning excellence, positive engagement...*