

Social Media Marketing

Social Media Essentials

Professional Learning
at **SKC** East Kent College

Innovation House, Discovery Park, Sandwich, Kent, CT13 9FF



Introduction

Delegates will gain a thorough understanding of the disruptive world of social media and how it can be exploited to positively impact every aspect of decision-making, from HR to sales.

This course will equip the delegates with hands-on knowledge, skills and tools to adapt to this changing business landscape.

This is a 2 day course, delegates must be available to attend both days.

Next available course date is:

Day 1 – Thursday 12th March 2015

Day 2 – Friday 27th March 2015

Course Content

- Strategy: Ensuring Social Media Supports your Business Goals
- A Hands-on Overview of the Core Social Media Platforms
- Exploiting Social Media and Related Tools for Business Development
- Staying Safe with Social Media: How it Fits into a Wider HR Policy

Introductory offer for small businesses
FREE normally £395 + VAT*

**Subject to availability and Terms and Conditions.*

Learning Outcomes

On completion of this course the delegate will be able to:

- Work towards successfully implementing the new skills and knowledge acquired on the course.
- Will be able to create an integrated digital strategy and a content plan.
- Have an understanding of the fundamentals of Twitter, Google+, LinkedIn, Facebook and YouTube.
- Understand the benefits of Blogs, Video and PR.
- Will be able to create compelling content and build communities of interest.
- Will have an understanding about how to use platforms for HR; recruitment and internal communication.
- To have an understanding around the blurring of the lines between business and personal usage of social media and how to keep staff safe.

Other professional courses available in:

- Leadership and Management
- Project Management
- Sales Management
- Working as a Science Technician

For more information and to book please visit www.eastkent.ac.uk/professional-learning
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