Tel +44 20 4571 2395
info@siliconbeachtraining.co.uk

The possibilities presented by social media for business are endless. Our **Social Media Masterclass Training course** is about achieving effective social media marketing communications for your organisation.



We'll show you how use social media in the right way, to support your business objectives, rather than wasting time and resources.

Our Social Media training course is both **practical** and **strategic**. You will learn how to set up, manage, optimise & deliver integrated social media marketing campaigns through a mix of practical and theoretical content in a fun, interactive and practical way.

Social Media marketing has matured from being a 'fad' to being an integral part of the way we do business today. Clever organisations are now looking for a more strategic integrated approach for their social media marketing campaigns.

Discover the possible pitfalls of using Social Media, find out which social media sites will work best for your organisation and the best times to post updates.

You won't just cover how to set up accounts and which buttons to click, our social media masterclass training course also includes advanced tips and tricks, as well as the planning, strategy and content required to get a return on the time you invest in Social Media.

We have run bespoke versions of our Social Media course for specific sectors including PR, recruitment, academic and charities. We can run the training in-house at your premises anywhere in the world, or at our Brighton training centre. Please call us on 01273 622272 for a bespoke training consultation.

Who is the Social Media Masterclass Course for?

This training course is ideal for organisations who wish to harness the power of social media or if you are:

- New to or looking to learn more about the latest social media trends
- Looking for an overview of social media or get to grips with the platforms
- Enhancing your knowledge of the latest trends and developments
- Wanting to learn about best practice
- Confused about the best platforms for your organisation to achieve its goals

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Prerequisites

Before attending our Social Media Masterclass training course we ask that you set up or have access to Twitter, LinkedIn, Facebook, Google+, Pinterest & Hootsuite accounts.

Course Objectives

After attending our Social Media Masterclass course you will be able to:

- Understand the underlying principles of using Social Media to engage with your clients and target audience
- Formulate an action plan that combines the key Social Media Networks and tools
- Effectively create compelling content to increase your online presence
- Monitor the success of your Social Media campaign
- Generate ideas for social media strategies that work

Introduction

- Why use Social Media?
- The power of social proof
- Pitfalls of Social Media

Planning

- How Social Media aligns with your business plan
- Establishing your online identity
- Defining your Social Media objectives

Blogging & Vlogging

- Why blogging is so important
- Engaging the audience with video
- What to blog about
- Sourcing blog content
- Guest blogging & commenting
- Using YouTube & best practice

Twitter

- Understanding Twitter jargon
- Tools to make Twitter easier
- Finding people with influence

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LinkedIn

- Enhancing your profile
- Growing your network
- Collecting endorsements and recommendations
- Using groups to demonstrate expertise
- What you can do on LinkedIn as a company

Google+

- Using Circles
- The power of Hangouts
- What Google+ mean for SEO

Pinterest and Instagram

- Visual social media overview
- Pinning & repinning
- Addressing copyright concerns

Facebook

- Comparing profiles, groups and pages
- Making the most of Timeline
- Promoted Posts & Ads on Facebook
- Building a following on Facebook

Pulling it all together

- Ways of working more efficiently
- Using Social Media to run a marketing campaign

Measuring & Monitoring

- RSS, dashboards and social bookmarking
- Alerts and Analytics
- Monitoring mentions and sentiment
- Measuring success

Strategy

- Overcoming objections to Social Media
- Assessing the Who, What, When, Where, Why
- Planning your Social Media policy
- Identifying future trends

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We won’t just tell you how to set up your profile on Facebook, Twitter and LinkedIn - we'll show you how and why to use social networking to engage with your customers, build your brand and increase sales.