Social Media

Principles of Social Media within a Business

Who is this course for?

The Social Media course is designed for people who are trying to engage with the wider audience/customer base. The course will give you a better understanding of how to effectively use Social Media to engage and interact with your customers. Please note that you should ideally be already using Social Networking sites and have profiles set up on Facebook, Twitter, Google Plus and LinkedIn.

What are the benefits?

- How Social Media fits into the objectives and marketing of a business
- Social Media tools and channels for a business
- How to measure the success of using social media
- How social media policy and guidelines can impact a business
- Be able to monitor how a business is using Social Media

Course Content

- Linking Social Media to a Business
- What are Influencers and Brand Ambassadors?
- Include Social Media into Marketing Plans
- Tools and Channels of Social Media
- How to measure Social Media?
- Social Media Policy (Inc. reputation management)
- Understanding Amplification
- Understanding your audience

How are the Qualifications achieved?

To achieve the full Unit 301 - Principles of Social Media within a Business, participants must attend a locally based workshop and complete short answer questions and a social media report .

Where can I go next?

We can provide a progression route to:

- Full Level 3 – Diploma in Social Media

Funding

Funding is available for companies within the Black Country (Sandwell, Dudley, Wolverhampton and Walsall), employing fewer than 250 employees across the company.

Contact us now to find out more

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Limited Funding available, contact us to find out more about how the Employees Support in Skills Black Country can help move your business forward. Eligibility criteria applies.

Protocol Consultancy Services

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Education & Skills Funding Agency

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