

Advanced Social Media Skills

This session is about being strategic – using social media advertising, dealing with negativity, setting goals, and running campaigns. You have the basics, now it's time to really make your social media activity as effective as it can be.

Through hands-on activities and group discussion, you'll develop expert social media skills that support your business goals. This course is for those who are looking to develop advanced skills and have good knowledge of their organisation's social media activity.

Learning Outcomes

- Deepen your understanding of social media and digital culture
- Understand what type of content appeals to your ideal audience
- Build confidence in talking about your business online
- Know the tools which make your use of social media more efficient
- Learn how to create a paid social media campaign

Content Overview

- Introductions and an informal chat about the challenges you're facing
- Breakdown of the big platforms: Facebook, Twitter, LinkedIn, Instagram, and YouTube. What does your audience expect from each?
- How to create engaging content with the right tone of voice
- A rundown of essential time-saving tools for planning, creating, scheduling, and reporting on content
- Defining a clear strategy for your objectives, audience, channels, and resources
- Using social media advertising to reach a targeted audience

Course Details

Course duration	Full day
Max delegates	12

For prices and dates please get in touch:

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