



Workshop Overview

This workshop will cover how to develop social media implementation plans. From insights to implementation, integration and monitoring, this workshop will equip you with the necessary skills to use social channels. Best practice uses of all major social platforms will be covered: Facebook, Twitter, LinkedIn and YouTube. When and how to use these channels is vitally important and this course will ensure you are more confident in planning for all of them.



Benefits

Participants will learn about the integration of social media platforms into marketing plans based on their prior use and knowledge of them. Designing and implementing a social media plan will be a key focus of the workshop on top of this. Best practice use of these channels will also be covered to make sure you can confidently implement their use within your organisation.

Outcomes & Content

- ✓ Social media: history and future
- ✓ Social media's role in change from push to pull
- ✓ Integrating social media channels
- ✓ Developing knowledge of social platforms
- ✓ Best practice
- ✓ Customer insights
- ✓ Risk management
- ✓ Reputation online
- ✓ Monitoring output
- ✓ Measuring success
- ✓ Optimisation
- ✓ Management and revising plans



Who should attend ?

This workshop is ideal for those wanting to develop a new plan or work on the successful implementation of an existing plan. Those working with social media in marketing and sales functions will also benefit from this course.

