



## Workshop Overview

This one-day course will empower you to get the best return on investment (ROI) from social media and give you the knowledge and strategic ideas to take your social media presence to the next level and equip you with the tools and techniques to measure your success.



## Benefits

You'll leave with confidence in social media's language, processes and concepts, alongside experience in applying social media best practices.

## Outcomes & Content

- ✓ Learn how to plan your social media activity
- ✓ Understand how to increase your following
- ✓ Increase engagement with your audience
- ✓ Understand how to drive sales
- ✓ Learn why brand value matters
- ✓ Reputation management
- ✓ Dealing with negative social media
- ✓ Monitor, analyse and measure activity



## Who should attend ?

If you're already 'doing' social media but want to do it better, then this course is for you. We assume that you're familiar with all the relevant platforms (Facebook, Twitter, YouTube, Snapchat, Instagram, Pinterest and LinkedIn) and want to focus on how to get more out of them.

