

Making Social Media Work For You

Wednesday March 15th



Did you know that 60% of internet users in the UK use Facebook on a regular basis, and around 7 out of 10 Twitter users say they are more likely to purchase from a business, if they follow them on Twitter. When used correctly, social media can be an effective tool in promoting your business and connecting with new clients both online and offline. Hear from experts DigiEnable how to make social media work for you.

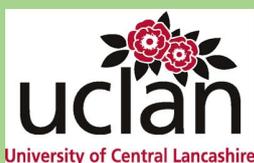
This workshop will look at the two major platforms, Facebook and Twitter, showing you how you can use them to connect with an audience and generate interest in your business, for far less than the cost of traditional marketing. We will go right back to the beginning and show you how to start a Social Media account, and optimise your profile to make yourself easier to find. We'll look at Social Media etiquette and how to post various forms of media to the platforms, before talking about the key steps you need to take when creating a Social Media strategy. We will recap how you can make use of free tools and features to get the best of the Social Media platforms and save time in the process.

By the end of this workshop you will know

- How to create social media pages
- How to post engaging content to your Social Media platforms
- How to connect with a larger audience
- How to make yourself easier to find
- How to use social media as a prospecting tool
- How to use free and low-cost tools to make social media simple
- Simple techniques which help build advocates for your business

Join us 5.30-7.30pm at UCLan's Media Factory for 'tea and training'

Please contact Jennifer or Karen to book your place



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