

Two days of interactive workshops to give your employees an understanding of social media, its uses within business and the benefits it can bring your company through interacting with your customers via social media channels and driving engagement and sales with and for your products and services.

Dates for February 18 workshops:

**Thursday 22<sup>nd</sup> March and Friday 23<sup>rd</sup> March from 9.30am till 4.30pm**  
at Crowberry Consulting, Peters Court, Peters Street, Chorley PR7 2RP



**By the end of the two days your employees should be able to:**

- Understand the major social media channels
- Understand the specialist social media channels
- Understand how to use social media to engage with an audience
- Understand how a business uses social media
- Understand the risks associated with using social media
- Set up and maintain social media for business use
- Create and maintain content to publish for business use
- Grow the use of social media for business use

All evidence required by the awarding body will be generated over the two days so employees / employers will need to commit to attendance on both days.

The course is delivered over two days and the table below summarises the main content and activities covered.

Day One	Day Two
<ul style="list-style-type: none"><li>➤ Welcome and introduction</li><li>➤ What is Social Media?</li><li>➤ Who are the major Social Media platforms?</li><li>➤ Using Social Media for research</li><li>➤ Promoting your business through Social Media</li></ul>	<ul style="list-style-type: none"><li>➤ <b>Setting up Social Media profiles for your business</b></li></ul> <p>You will set up appropriate Social Media accounts for your employer and justify your choice of platforms.</p>
<p><b>BREAK*</b></p>	<ul style="list-style-type: none"><li>➤ <b>Engaging in a Social Media conversation</b></li></ul>
<ul style="list-style-type: none"><li>➤ Explore your sector on Social Media</li><li>➤ Social Media platforms and Business</li><li>➤ Specialist Social Media platforms</li></ul>	<p>Using several Social Media platforms appropriate to your employer, you will engage with your customers / clients to promote the business / service.</p>
<p><b>LUNCH*</b></p>	<ul style="list-style-type: none"><li>➤ <b>Creating content for business using Social Media</b></li></ul>
<ul style="list-style-type: none"><li>➤ Time is money, using Social Media to save both</li><li>➤ Monitoring Social Media engagement</li><li>➤ Search engine optimisation</li><li>➤ Risks of Social Media</li><li>➤ Protecting your brand</li></ul>	<p>You will create content for your employer and deliver it to your client base via appropriate Social Media platforms.</p>
<p><b>BREAK*</b></p>	<ul style="list-style-type: none"><li>➤ Complete portfolio</li></ul>
<ul style="list-style-type: none"><li>➤ Case Study</li><li>➤ Top tips for Social Media use</li><li>➤ Summary of the day's learning</li></ul>	<p>Q&amp;A</p> <p>Assessment of individual progress</p>
	<p><b>* Appropriate breaks and lunch will fit around day's activities / portfolio building.</b></p>

Employees have to create appropriate Social Media accounts on behalf of their employer. Output from this will be used across the two days to produce evidence of their use of Social Media. Employers will need to confirm that their employees have permission to do this.

Employers will complete an initial registration on to the course at a convenient date & time.

Please contact Nina Soni at Learndirect by email:

[Nina.soni@learndirect.com](mailto:Nina.soni@learndirect.com) or call 07912 097932 for further information