



Dunston IT

Confidence in Training

# SOCIAL MEDIA GETTING STARTED



## Getting Started

### Introduction

The last few years have seen an explosion in the use of Social Media so that it has become an essential part of any marketing mix and it's not as difficult as you may think. Facebook, Twitter and LinkedIn have suddenly become not only everyday words but also everyday activities for many people. This intensive workshop is a great place to start your Social Networking training. It gives a complete overview of all the essential Social Networking/Media Channels and tools like YouTube, Blogging and Forums.

### Objectives

You will learn about the strengths and weaknesses of the main social media environments, learn how they can work together to transform your marketing and which ones fit your target market.

### Designed for

Anybody who needs to learn about how Social Media can boost their marketing activities and where to focus their effort. The workshop is ideal for anybody who is thinking about, or has just started using Social Media in their business.

### Duration

One day training course.

### Cost

£195 plus VAT

For further information call

**01252 406420**

[www.dunston.it](http://www.dunston.it)

### Topics

#### Twitter

- ✓ How all kinds of businesses are using it
- ✓ Research, engaging your target market and PR
- ✓ Selling
- ✓ Customer care
- ✓ Tools to monitor your account
- ✓ Tweets that have worked

#### Business Blogging

- ✓ How to set up a Blog
- ✓ Example Blogs that really work
- ✓ Ideas for your business to explore

#### Video and photo Sharing

- ✓ Examples of both Video and Photo sharing
- ✓ Ways to create a buzz around your brand

#### Facebook

- ✓ How can you leverage the power of Facebook?
- ✓ Facebook Deals, Places etc.
- ✓ How Dell and Starbucks are using it

#### LinkedIn

- ✓ Develop an effective profile
- ✓ Develop contacts
- ✓ Engage with customers and collaborators
- ✓ Groups, Answers and Advertising

#### Forums/Review Sites

- ✓ Using them to listen, broadcast and engage
- ✓ Niche sites
- ✓ Grow a following and drive traffic