

SOCIAL MEDIA



ABOUT THE COURSE

This one day course covers the essentials. It'll give you the tools, confidence and inspiration to get your social media moving. Plus the strategic smarts to know how and where to invest your valuable time.

Course content

1. Big picture / strategic thinking

- the key principles for success in the long run
- what you can learn from businesses using it well
- what you can expect to get out of social media
- how social media is different to traditional media
- which social media platforms to use

2. The nitty gritty of developing your platforms

- how to use [Facebook](#) for marketing your business
- tips for maximising the effectiveness of [Facebook](#)
- what to post on [Facebook](#) / what works best
- examples of [Facebook](#) best practice (from small business to larger corporates)
- an intro to [Facebook](#) advertising
- how to use [Instagram](#) for marketing your business
- tips for maximising the effectiveness of [Instagram](#)
- what to post on [Instagram](#) / what works best
- examples of [Instagram](#) best practice (from small business to larger corporates)
- how to use [Twitter](#) for marketing your business
- tips for maximising the effectiveness of [Twitter](#)
- what to tweet about / what works best
- an explanation of the key [Twitter](#) tools
- examples of best [Twitter](#) practice (from small business to larger corporates)
- how to use [LinkedIn](#) for networking, branding and B2B
- tips for maximising the effectiveness of [LinkedIn](#)
- examples of professional business people using [LinkedIn](#) well
- how to use [YouTube](#) and videos for marketing your business

- tips for maximising the effectiveness of [YouTube](#)
- types of videos you can put on [YouTube](#) / what works best
- examples of best [YouTube](#) practice (from small business to larger corporates)
- how to use [blogging](#) for marketing your business
- tips for maximising the effectiveness of your [blog](#)
- what to [blog](#) about / genres of blog posts
- examples of best [blogging](#) practice (from small business to larger corporates)
- the role of social media in search engine optimisation (getting up in [Google](#))

3. Social media planning

- the key elements of a social media plan
- an example of a social media plan
- prac session where we brainstorm content ideas

4. Key issues

- what to do about negative comments
- how to measure ROI (the return on investment for the time you put in)
- an intro to social media policy for organisations

5. Starting and managing your time

- where to start with social media
- useful tips to save you time
- how to feed and interlink your social media platforms

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Teaching style

This social media course is an interesting mix of: strategic thinking, inspiring examples, online demonstrations, creative brainstorming, practical exercises and plain English, no-nonsense delivery.

Learning environment

We like to create an atmosphere to help you think - not just with the way we teach, but also with our creative venues, great food and small classes.

Takeaways

You'll walk away from the course with:

- access to videos help you to learn more in your own time
- access to guides to explore platforms in more depth
- a social media plan template and example
- class notes from the day
- a clearer understanding of what you should be doing
- the inspiration to get going!

About your instructor

Phil Stubbs is a strategic thinker with an usual mix of experience in advertising, education and social media. Phil has worked in a leading ad agency (The Campaign Palace), set up practical advertising programs at universities (like Charles Sturt Uni and the Uni of Western Sydney), and has been teaching and working with new media since 2007. His clients have included multi-national companies, small businesses, startups and charities.

Who should do the course?

If you're struggling to get social media to work for your business, this course is for you. The only pre-reqs are that you use the internet and are willing to learn.

Where and when courses run

Most of our public courses currently run at our training HQ in Sydney - in the Eastern Suburbs.

If you'd like us to come to your city, you're welcome to get in touch.

For the latest on new course dates and places, you're also welcome to sign up to our monthly email (in the footer of our website.)

Why learn about social media marketing?

Whilst it's largely free to use social media, the hidden cost is the time it takes to get it working well. Which makes it imperative that you understand the principles for long term success, how successful players are using it, and how you should be spending your own precious time.

How social media can benefit you

As we'll show you in the course, you can use social media to:

- listen to what's happening in your market
- build relationships with customers
- grow awareness for your business
- focus attention on your brand's strengths and build brand value
- position yourself as a leader in your field
- get your business higher in google searches
- generate sales leads and opportunities

Course Cost

\$540 plus gst

How to book

Please book and pay for your course via the course page on our website.

We use the trusted Eventbrite booking system – which accepts a Visa, Mastercard or American Express credit card. Once you've booked you'll receive a booking confirmation and tax invoice/receipt via email.

(Alternatively you can pay by electronic bank transfer if your organisation doesn't have a card. Please email us the course date, name of attendee and business name and we can send you a Tax Invoice. Your place on the course is secured once payment is received.)

Corporate training

We offer separate, private training for groups of 5 people or more at your venue or ours. (For 4 or less people we recommend coming to a public course.)

See our website for more info and prices our our corporate training and talks.

Contact

You can call the principal trainer and founder of Media School, Phil Stubbs, directly via mobile or email below.



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