

Social Media for Business

The Internet has changed our lives both personally and commercially. The boundaries between personal and business communication are now much less defined. Three quarters of us in the developed world use the internet and Social media has become a serious business marketing technique with over 90% of businesses with an in-house marketing department using social media for marketing and committing up to 20% of marketers time in that direction. So far as your social media audience in concerned, 43% of people aged 20-29 spend more than 10 hours a week on social media sites.

The starting point in any social media activity for business is your website or microsite and your social media activities will invariably be referencing this site so the first measurement of success in your social media activity will be the traffic you're generating for your site through social media channels.

This course is designed to assist people in business to understand how social media techniques can be used as an effective business marketing tool. The object is to provide sufficient information to enable you to develop a social media strategy for a business and implement that strategy personally or through the informed engagement of third party specialists.

Course	Module Number	Module Name	Pass % Required
Social Media for Business	1	Introduction	70
Social Media for Business	2	What is Social Media?	70
Social Media for Business	3	Introduction to POST Methodology	70
Social Media for Business	4	Websites and Microsites	70
Social Media for Business	5	Facebook	70
Social Media for Business	6	LinkedIn	70
Social Media for Business	7	Twitter	70
Social Media for Business	8	Blogging	70
Social Media for Business	9	Video	70
Social Media for Business	10	Bringing it all Together	70
Social Media for Business	11	Is Social Media Worth It?	70

Recommended System Requirements

- Browser: Up to date web browser
- Video: Up to date video drivers
- Memory: 1Gb+ RAM
- Download Speed: Broadband (3Mb+)

Duration: 100 minutes (*Note: This is based on the amount of video content shown and is rounded off. It does not account in any way for loading time or thinking time on the questions.*)