



**Duration: 100 minutes**  
**Course Code: ONBS01**

## Course Description:

This course is all about how to get the best out of social media in a business. Looking at business strategy, business development and the practicalities of employing people and agencies to support your social media activity.

## Who Should Attend Social Media for Business Training?

- This course would be suitable for users of social media who use advertisements and want to expand their knowledge of implementing social media strategies.

## Course Contents:

- What is Social Media?
- Introduction to POST Methodology
- Websites and Microsites
- Facebook
- LinkedIn
- Twitter
- Blogging
- Video
- Bringing it all together
- Is Social Media worth it?

## Related Courses:

- Facebook for Business | Code: ONBS03
- LinkedIn for Business | Code: ONBS04
- Twitter for Business | Code: ONBS05



**Give us a call if you wish to purchase this course: 0114 281 3350**

