

## Social Media for Business – Create a Simple Action Plan that works for any Business – Course Outline

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**Duration:** 3 Hours

### Course Description

Are you using Social Media but not really getting the results you want? Or wondering why you're not getting more connections or responses (let alone leads and business!)

Or simply have no idea what to say, where to start or how to get going?

From deciding which platform(s) to focus on, to creating a unique plan for your business, this information-packed session will help you focus on the key strategies to get social media working for your business.

### Who should attend?

Business owners, managers or team leaders or anyone who wants to get more from their social media strategy.

### What will it cover?

- Determining the best social platforms for your business
- Optimising your profiles and get brand exposure on your pages
- Avoiding some of the biggest mistakes and common pitfalls
- Developing a simple plan you can action in 15 minutes a day
- How to track, measure and refine your results to improve your social marketing month on month
- Utilising some handy tools, tips and resources to save time and money