

# SKILLS LADDER

REAL TRAINING • REAL RESULTS

## SOCIAL MEDIA FOR BUSINESS COURSE

### What is Social Media?

- A brief overview
- Current statistics
- The impact of social media on business
- Trends

### Social media for Business

- Brand building
- Social customer service
- Advertising and sponsorship
- Strategy and planning
- Measurement, Evaluation and ROI

### Social Media Planning

- Identifying your target audience
- Creating personas
- Selecting the correct social platform
- Competitor analysis

### A Dive into Social Media Platforms

- Facebook
- Twitter
- Linked In
- You Tube / Snapchat
- Instagram, WhatsApp, Pinterest

### Navigating Key Platforms

- Setting up accounts
- Using the analytical tools
- Facebook
- Twitter
- Linked In

### Creating Good Social Content

- Identifying topics
- Writing for social media
- Engaging photography
- Videos that go viral

### Social Customer Service

- Protecting your business
- Engaging with customers
- Managing expectations
- Crisis management

### The Social Media Minefield

- Social media etiquette
- Bots and trolls
- Blocking and reporting
- Governance and the law



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## SKILLS SUPPORT FOR THE WORKFORCE

This European funded training course is designed for anyone who uses IT systems and software in their workplace. The framework offers a wide range of optional units that the candidate can study to match their particular organisational and job role requirements. This course will provide the competence, skills

and knowledge to work effectively and efficiently with IT systems, communication and productivity tools and software applications.

Students participating in this course will gain certification units. These units can count towards future qualifications.

## ENTRY REQUIREMENTS

This funded training depends on the following conditions:

- ≡ The company or group must employ less than 250 employees.
- ≡ The company's or group's turnover is less than £50 million in 2017.
- ≡ The student must be an employee of the company.
- ≡ The student must be able to prove their identity with either a passport, driving license, or birth certificate.
- ≡ The student must be have the right to work in the UK.

## GOALS OF THE COURSE

It is desirable that this training leads to one of the following outcomes:

- ≡ The student progress at work, this can be either through increased responsibilities, promotion or pay-rise.
- ≡ The student starts on an apprenticeship.
- ≡ The student starts on another qualification at a higher level.



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