



## 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





## SKILLS SUPPORT FOR THE WORKFORCE

Skills Support for the Workforce (SSW) is a programme developed to upskill employees within small and medium-sized enterprises (SMEs). We provide recognised accredited qualifications and bespoke training courses to enhance your employees' skills, increase the competitiveness

of your business and boost the local economy. Skills Ladder is part of Serco's network of expert organisations chosen to deliver the SSW programme in your area. SSW is co-financed by the Education and Skills Funding Agency and the European Social Fund.

## ENTRY REQUIREMENTS

This funded training depends on the following conditions:

- ≡ The company or group must employ less than 250 full time employees.
- ≡ The company's or group's turnover is less than £50 million in 2018.
- ≡ 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.



Education & Skills  
Funding Agency

We deliver this programme  
on behalf of

**serco**



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