

# Use Social Media Effectively As A Business Tool



Facebook



## Facebook and Twitter Course

This course demonstrates to participants how to leverage Facebook and Twitter in their digital marketing and communications programme. It gives hands-on experience of creating and managing Facebook and twitter accounts. It focuses on both the mechanics of developing and extending functionality in both platforms, as well as how to create engaging, interesting and dynamic content that is relevant, enjoyable and useful to your targeted audience. It also highlights the need to create a strategy and plan that will act as a roadmap for your social presence and also to build in customer activation points and how to measure the success or otherwise of a social media presence.



One Day Course, Runs Monthly, see [www.eden.ie](http://www.eden.ie)



**EDEN TRAINING**

Course Lecturer:  
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Course cost €195

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# Course Audience

The course is targeted towards marketers, communicators, business owners and those looking to upskill in how to use social media effectively as a business tool. This course will teach participants how to think strategically about leveraging these two core social media tools and how to ensure their presence is aligned with core business objectives. It will demonstrate to participants how to drive awareness of their business and develop relationships with prospects and existing customers. It will also highlight the power of using networked platforms in propagating your message to a wide audience which otherwise could only be achieved through big budget advertising.

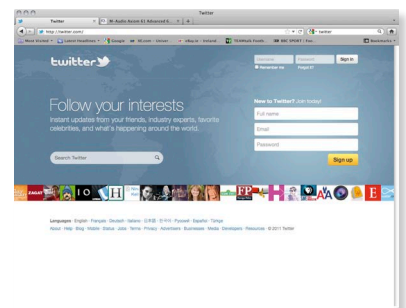
## Facebook

- How to create a Facebook business page
- How to create a clear content strategy and plan for Facebook Pages
- Walk through of the features of Facebook Business Pages (settings, use cases, design)
- How to write for Facebook, and how to ensure a clear and consistent persona and voice on Facebook
- How and when to cross promote content between Facebook and other social media platforms
- Developing a code of practice for both you and your users on Facebook (commenting policies, providing relevant information to your fans, being transparent, and developing and sticking to a content schedule)
- How to visually engage your fans with your content (it's not just a text platform)
- Understanding how your fans will interact with your Facebook postings
- Using rich media (Photos, Images, Audio)
- How to run competitions on Facebook
- Using Third Party Applications to extend functionality
- Selling products on Facebook
- Using the Facebook advertising platform to reach audience
- Case Studies of both Irish and International businesses using Facebook



## Twitter

- Setting up a twitter account
- Understand the importance of having clear goals for using Twitter (most businesses don't)
- Develop a strategy for connecting with key constituents of your business
- Develop a clear and consistent persona and voice
- Be engaging, informative and humorous on Twitter (it's meant to be Social media)
- The anatomy of a tweet (mentions, direct messages, retweets)
- Understanding how to follow and interact with users
- How to integrate photos and video experiences with twitter
- Using third party applications – Tweetdeck, Twitpic, Instagram
- Using and monitoring links shared in Twitter with url shorteners
- Using the search functionality in Twitter
- Using hashtags
- Using Twitter mobile applications
- Developing a code of practice for use of twitter – what content you will use, how often you will tweet, reply to mentions, be transparent, identify yourself (come out from behind the business brand)
- Set up automatic listening alerts for your brand and business
- How to integrate and cross-post between Twitter and other social media platforms



## Duration & Cost

This one day course will take place Monthly and run from **09:30-16:30**. The cost of the course is **€195** per person (VAT is charged at 0% on training). If you are interested in booking a place on this course please complete a booking form and return it with a deposit of €100.



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