



NEW CONCEPTS MANAGEMENT SOLUTIONS

Social Media 101 ***Business Marketing***



Facebook and Twitter have a combined total of over “one billion active users” posting and tweeting continuously throughout the day. With so many users, imagine the exposure your company/organization would receive by having a social media presence showcasing your products and/or services.

These two popular social media networks allow businesses to stay in tune with their stakeholders across the country and around the world. Effective management of social media platforms creates devoted brand advocates which drive new leads and sales.

Course Objectives

This one-day interactive training event will provide participants a basic overview of Facebook and Twitter.

Participants will learn background information about these two popular social media platforms; how to create and manage their business’ social media account(s) and take marketing efforts to the next level.

Who Should Attend

Those who want to acquire an understanding and *working* knowledge of the business aspect of Facebook and Twitter.

NOTE: Please bring your laptop or tablet!

Workshop Goals

- Understand the basic concepts and benefits of having a business presence on social media platforms
- Become familiar with posting, tweeting, sharing content, promoting brands, and attracting users to your business page(s)

Cost

Group Rates Available
REQUEST QUOTE

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