

Social Media for Business

Facebook, Twitter, LinkedIn, YouTube

1 Day (9am to 4pm)

Course Description

Times have changed. Businesses these days interact with their customers in a wide variety of ways over the internet. Social media tools are levelling the playing field between big businesses and small, and closing the divide between you and your customers. This course will teach you how and why to use social media over the internet, and walk you through four of the most popular tools: Facebook, Twitter, YouTube, and the professional networking portal LinkedIn.

Course Prerequisite: Knowledge of basic Windows use and ability to use keyboard and mouse.

Topics Covered

Overview of Social Media

What is Web 1.0 versus Web 2.0?
What is Social Media?
Consumers of Social Media

Facebook for Business

Creating a Facebook Page
Using Facebook to connect
Who Likes me?
Privacy concerns

Twitter for Business

What is Twitter
Creating a Twitter Account
Followers: Quality versus Quantity
Using 140 characters for impact

YouTube for Business

Overview of YouTube
Creating a YouTube account
Viewing or Posting?
Should you download YouTube videos?

LinkedIn for Business

What is LinkedIn?
Creating a LinkedIn profile
How to use LinkedIn
Joining Groups

More Information

For a complete course schedule, including prices, course dates and locations, please visit our web site at: www.Computer-Help.ca/Schedule.htm. To register for a course, call 416-494-4912 or register online at: www.Computer-Help.ca/Registration.htm

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