



Marketing your Group via Social Media

Is this the right course for you?

The course is for learners with basic knowledge of Facebook, Twitter, LinkedIn and Instagram, who would like to learn more about how to use it effectively to promote their organisation. Ideally learners will already have a Facebook, Twitter, LinkedIn and Instagram pages set up.

One feature of this will be looking at why each social media platform is useful for targeting different audiences, and achieving different results.

Key learning outcomes:

Participants completing this course will:

- Know how Facebook, Twitter, LinkedIn and Instagram can be used as marketing tools
- Be able to work out an appropriate engagement strategy for their organisation
- Understand how analytics can be used to improve what content is shared via social media

What will the course cover?

- Introduction to social media as an effective marketing tool
- Effective use of branding
- Tweeting, hash tagging and uploading photos and videos
- What to post and when (including scheduling)
- Engagement strategies
- Introduction to analytics on social media, and what they're useful for

Course Details:

Trainer: Tom Burton

Tom works for North Herts CVS. He runs courses on social media for small charities and community organisations and a course teaching elderly and disabled people to use tablets and the internet to increase their social interaction and independence.

Date(s): 31/10/2017

Time: 13.00 – 16.30

Venue:

Nigel Copping Community Building
Sanville Gardens
Stanstead Abbots
SG12 8GA

Cost:

£25 VCS - CVS members
£35 VCS - non members
£70 private/statutory

How to book:

Please email Abbie with your booking or call 0300 123 1034

Booking form is available on the HCF Training Courses Directory

www.hcftraining.org.uk