



SOCIAL MEDIA FOR GROWTH

EVENT

Engaging & Communicating Online

This seminar will help clarify the growing popular communication channel that is social media.

The key concepts and technological issues will be explained before exploring how businesses can use social media to communicate with their audiences as part of their daily activities.

During the session you will participate in activities to help you understand how social media fits into your business:

- Looking at the figures
- Looking at the key networks
- Creating a strategy
- Where to start
- Examples of how it can be used across different types of business
- Measuring success – is it right for you?