



# Social Media for Business

Is Your Business Social Enough?

One Day Training Course



## Course Outline

Since the beginning of the world wide web, there have been huge changes in how media is produced and consumed. The most dynamic and exciting form of this media evolution is social media - a phenomenon that is no longer being used by the few but by the many, and should seriously be considered an essential part of any businesses' digital marketing strategy.

Our social media training course will give you an in-depth understanding of the shifts in this medium that have been occurring; highlight the depth and breadth of the social media landscape, and how your business or brand can benefit by forming a strategy that will comfortably fit into areas such as marketing, product development and customer services.

By studying practical examples and case studies, the principles and fundamentals of social media use for businesses and organisations will be explained and clarified through this interactive training course, enabling attendees to run and manage strategies within their respective marketing frameworks.

The training course lasts one full day starting at 9.00am until 5.30pm, and is inclusive of course materials, certificate and complimentary four week post course support and assistance. A wi-fi enabled laptop (not iPad or tablet) is required for this course along with a basic understanding of ICT and the internet.

## Course Benefits

Following this course, you will understand:

- The depth and breadth of social media
- What makes content social and how it differs from the broadcast media model
- The importance of trust, honesty and transparency
- Social media demographics and how it relates to brand engagement
- How other businesses, organisations and brands are using social media
- How it can go wrong and how to react
- Best practices, ethics and legislation
- Basic techniques and tools for benchmarking your social media presence
- The first steps in creating a social media strategy for your business or brand
- Some of the latest services and trends

## Who Should Attend

- Web Designers and Developers
- Sales and Marketing Staff
- Marketing Executives
- Junior Digital Marketers
- Marketing Graduates
- Business Development Managers
- PR Professionals
- Advertisers
- Event Organisers and Managers
- Promotions and Customer Service Managers
- Online Marketers
- Digital Strategists
- Business Owners

## Previous Clients



## Course Programme

- Social Media Overview
- Current marketplace
- Trends and latest developments
- Basic principles behind using Social Media
- Principles of Social Media
- Reciprocity and Sharing of information
- Conversations through Social Media
- Cultivating relationships through Social Media
- Delivering trust
- Importance of honesty and integrity
- Types of Social Media
- Communication forums
- Multimedia sharing
- Reviews, comments and opinions across all sectors
- Entertainment
- Concept of viral marketing
- Audiences for Social Media
- Demographics and statistics
- Driving factors
- Why Social Media Matters
- Understanding how it affects brands and businesses
- Dealing with negativity and crisis
- The cross company approach to social media
- Importance of quality content creation
- Frequency of updates
- Types of content and deployment techniques
- Understanding the network economy
- Case studies - good and bad examples
- Monitoring your brand's presence
- Basic analysis techniques and tools
- Interpreting the results
- Benchmarking practices
- Ethics - the laws behind Social Media
- Best practices
- Creating a Social Media strategy for your brand



## Course Trainer

### Abdul Awwal Mahmood



Abdul Awwal, born and raised in the city of Birmingham, United Kingdom, graduated from the initial batch of seven students who formed part of the innovative Multimedia degree program in the first ever such course offered by any educational establishment in the UK. Teesside University, based in the north of England in the city of Middlesbrough, was known as an innovative and genre-creating institute, producing experts in the fields of computing and technology.

Working closely with a variety of companies and organisations, covering such diverse areas as travel, retail, telecommunications, charities and media, Abdul Awwal has built up an impressive knowledge base, placing him in a position where he can effectively expound the benefits and usage of the vast tools available to small and medium businesses, when it comes to utilising online and digital solutions.

## Related Courses

Beneficial courses similar to the above include:

- Effective Email Marketing
- Facebook for Business
- Mobile App Development for Business
- Search Engine Optimisation (SEO)
- Advanced Facebook Techniques
- Essentials of Image Editing

## SOCIAL MEDIA FOR BUSINESS

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**COURSE FEES: \$380.00 per delegate**

### COURSE PROGRAMME:

**9.00am:**

Arrival and Introduction

**10.30am - 10.45am:**

Morning Tea Break

**12.30pm - 1.30pm:**

Lunch Break

**3.00pm - 3.15pm:**

Afternoon Tea Break

**9.15am - 10.30am:**

Benefits of Social Media

**10.45am - 12.30pm:**Types of Social Media - Analysis,  
Walkthroughs & Case Studies**1.30pm - 3.00pm:**Principles of Social Media &  
Understanding Audiences**3.15pm - 5.30pm:**Measurement & Analysis  
plus Conclusion

<b>DATE:</b>	
<b>COMPANY / ORGANISATION:</b>	
<b>FULL ADDRESS:</b>	
<b>AUTHORISED BY / JOB TITLE:</b>	
<b>CONTACT NUMBER:</b>	
<b>EMAIL ADDRESS:</b>	
<b>WEBSITE:</b>	
<b>COURSE DATE REQUIRED:</b>	

	<b>FULL NAME</b>	<b>NRIC</b>	<b>DATE OF BIRTH</b>
<b>ATTENDEE 1:</b>			
<b>ATTENDEE 2:</b>			
<b>ATTENDEE 3:</b>			

If registering 3 or more attendees, please contact us for bulk discounts or to arrange in-house training. Course dates can be found on our website along with venues. Dates and/or venues can change due to unforeseen circumstances.

Please print and email this form to: [info@charlesmann.com.sg](mailto:info@charlesmann.com.sg)

Alternatively, please post to: Grandlink Square, 511 Guillemard Road, #B1-03 Singapore 399849

On receiving this form, we will email you a pro-forma invoice. Payment can be made direct into our OCBC bank account:  
**OCBC Bank, Account No. 6894 8672 8001**  
Charles Mann Academy Pte Ltd

\* Dates and/or venues can change due to unforeseen circumstances.