

Connecting you to Opportunities and Success.



Social Media for Business

Module Objectives and Learning Outcomes

- ✓ Assess suitable platforms, and consider statistics, user demographics and market-share
- ✓ Understand the Benefits and Risks of using social media for business, including security controls
- ✓ Develop understanding of this essential tool for creating an online presence, and building a brand and business personality online
- ✓ Understand how to engage with a target audience in a meaningful and strategic manner
- ✓ Consider social media as a research tool and for development of future content, including feedback for barrier removal
- ✓ Gain insight into the built in analytics, and suitable tools for supporting scheduling and monitoring activities
- ✓ Improve knowledge of assessing great content to encourage ongoing learning, and practical application of built in functions

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