



Social Media – How to improve your digital communications

This course will help you to use social media more effectively to promote your organisation

Who the course is for

Staff and volunteers who are aiming to develop their digital communication skills. It is intended to help those who are already familiar with social media (Facebook, Twitter and Instagram) and have active accounts for their organisations.

Course content

- Review of key platforms including Facebook, Twitter, Instagram and websites
- How to create interesting and visual content and engage the online audience
- Effective use of analytics on social media
- Where to access additional information and resources

Learning outcomes

Those completing this course will:

- Understand the key social media platforms
- Have considered strategies to engage their online audience
- Be able to use social media to drive website traffic
- Know how to monitor online success
- Identify individual and organisational barriers to using social media

Course details

The Trainer

Stephen Craker is the CEO of Communities 1st. An IT trainer for 10 years, Stephen has more recently gained extensive experience of management in the VCS and in advising and training local organisations.

Date: 26/09/2019

Time: 09.30-13.30

Venue

Nigel Copping Community Building
Sanville Gardens
Stanstead Abbots
SG12 8GA

Cost

£25 VCS - CVS Members
£35 VCS – Non Members
£70 – Private/Statutory

To Book

Click [here](#) to book online
Booking contact:
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