

Social Media Marketing

Training Manual

L'esprit Training Centre



Social media is its own sort of thing: Twitter and Facebook have changed the way everyone perceives everything.

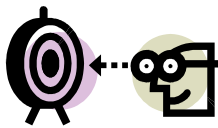
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Module One: Getting Started



Social media is a staple of modern life. It is so enmeshed in the way that we communicate that companies have little choice but to engage social media as part of their marketing strategy. Before implementing any social media strategies, you should take the time to understand the benefits as well as the risks of using different social media platforms to reach current and potential customers.

Workshop Objectives



Research has consistently demonstrated that when clear goals are associated with learning, it occurs more easily and rapidly. With that in mind, let's review our goals for today.

At the end of this workshop, participants should be able to:

- Understand different social media platforms
- Identify audience
- Monitor and measure performance
- Consider pros and cons before making decisions