

Duration: 2 Day

Course Overview and Objectives

Around the world we see the same trend: social networks are part of the daily lives of consumers. 6 out of 10 people go at least once a day to a social network site.

The awareness of the new photo-sharing platforms Instagram and Pinterest is still rather limited: 25% are aware of Instagram & 24% of Pinterest. The results show that both sites have a very strong growth potential for business applications.

Social Network Media

The facts about social media around the world

- What is Social Network Media?
- Types of Social Media
- Whatever Happened To...?
- Meet the 7 Types of Social Media Users
- The 7 Types of Social Media Users .
- Introduction to Facebook .
- What is Facebook and how does it work?
- Creating an individual Facebook profile as a business owner
- Use Facebook friends to market your business by
- Creating a Facebook group to help your business
- Creating a Facebook fan page for your business
- Using apps on Facebook
- Placing ads on Facebook

Applications

- 1. Facebook Notes
- 2. Blog RSS Feed Reader
- 3. Twitter App
- 4. Static FBML
- 5. Extended Info
- 6. Flash Player
- 7. Posted Items Pro
- 8. Something Unique

Brands that get it right
VS Pink Victoria's Secret
Britney Spears
Zappos
Target

20 Do's and Don'ts for Facebook Pages

Introduction to Twitter

- What is Twitter anyway?
- Social Media Networking
- How is it useful?

How to start using Twitter:

- 1. DISCOVER SOURCES: Find and follow others
- 2. CHECK IT OFTEN: Pay attention to what's happening
- 3. TAKE IT WITH YOU: Connect your mobile



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How to start tweeting

- 1. BUILD A VOICE: Retweet, reply, react
- 2. MENTION: Include others in your content
- 3. GET FANCY: Explore advanced features
 - Tweet
 - The Stream
 - Hashtag
 - Direct Message

Introduction to LinkedIn

- What can you do with this?
- Getting started
- Ten LinkedIn Do's and Don'ts

Introduction to other Social Network Media

- Introduction to YouTube
- How to Upload Videos to YouTube (for Beginners)

Introduction to Blogging

- What's a blog?
- The anatomy of a blog
- Identifying your audience
- Jazzing up your blog with photos

Different Strategies for different businesses

Building your own Social Network Strategy

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Integrating Social Networks into your other marketing interventions

- PHASE 1: CONDUCT THE MARKET RESEARCH.
- PHASE 2: CREATE THE MARKETING STRATEGY
- PHASE 3: PLAN THE INTERVENTION
- PHASE 4: PLAN PROGRAM MONITORING AND EVALUATION