Course Overview:

Blogging can help a business to both take advantage of the billions of people searching for content on the web as well as promoting themselves as an "Authority" or specialist in their field.

Blogging is also one of the fastest ways to get your site ranked in search engines!

Pre Requisites:

Basic computer skills.

Live Blogging Course Outline

- What MUST be Included on a Blog

- Get a List of preferred WordPress Plug-Ins

- Get a List of Preferred WordPress Settings

- Implement the Most Important Elements of Content Creation Learn Proper Keyword Density

- Learn How to Leverage Your Content

- Understand the common mistakes (and know how to avoid making them) Learn Ways to Leverage Traffic to Your Blog

- Learn How to Set Up RSS Feeds and Why

- Learn How to Pre-schedule Blog Posts

- Understand the Basics of Back-Linking

- Learn How to Get New Visitors

- Implement Client/Lead Capture Techniques

- Implement Auto-Responders

- Understand the Adsense Network

Course Overview and Objectives

We will consider who you are going to be tweeting to, the type of language and keywords you should use and trying to maintain a balance in your tweeting. We will use dozens of examples of how organisations are using Twitter

Pre Requisites:

Practical working knowledge of Mac OS X

Live Tweeting Course Outline

The Art of Tweeting
- Create plain text tweets
- Add links
- Learn how to reply to and mention Twitter users
- Discuss and use retweets effectively
- Delve deeper into Tweet etiquette
- Understanding, finding and creating hashtags
- Using shortened & custom URL's
- Creating and adding images and video

How to Build a Following
- We will show you how to take your Twitter followers from a handful to hundreds. This section will explore:
- How to tap into your existing customer base
- Use the various digital marketing tools to drive traffic
- Commenting/retweeting
- Reaching out to others and collaborating

Listening and Managing
- This section looks at how to set Twitter up for managing and listening and some of the great 3rd party tools that can help you gain advantage. We will look at:
- What you should be looking out for
- Learning to respond and engage
- Using Twitter Advanced Search
- Evaluating and using 3rd party apps
- Scheduling tweets
- The importance of a Twitter Calendar

Overview:
The skills and knowledge acquired in this course are sufficient to be able to work proficiently with all the main elements of Microsoft Skype for Business.

Pre Requisites:
Basic computer skills.

Skype Essentials Course Outline

Skype for Business Contacts
- Contacts
- Finding and Adding Contacts From Within Your Organisation
- Working with The Contact Card
- Adding a Contact to Favourites
- Creating a New Group
- Working with Groups
- Tagging for Status Change Alerts
- Edit a Contact Card
- Contact Card Personalisation
- Status
- New Contacts
- Changing the Privacy Status of Contacts

Instant Messaging
- Sending Instant Messages
- The Conversation Window
- Replying to Instant Messages
- Adding Contacts to the Conversation
- Working with Sharing Files
- Message Alerts
- Conversation History
- Resuming a Conversation

Audio
- Make a Call
- Make a Voice Call from Contacts
- Make a Voice Call from the Keypad
- Start a Conference Call

Video
- Video Call
- Video Setup
- Start a Video Call from the Contacts List o Preview Video
- Video Controls and Views

Presenting
- Share a PowerPoint Presentation
- Understand the Presentation Screen
- Meeting Options
- Presentable Content Permissions o Participant Actions
- Skype Meeting Options
- Record a Presentation

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Course Overview and Objectives

TVideo has become the most effective way to engage with your audience online. Creating live content is a cost-effective, engaging and quick way to create great video content.

Using new technology with tried and tested production processes and protocols, we will get you running your own online live-streaming channel. Using the latest non-propriety streaming software, using hardware that you have easy access to, you will be able to produce first live-stream by the end of the course.

Pre-requisites:
A basic to intermediate knowledge of design and software

Live Streaming Course Outline

Introduction to Live Streaming

- How to setup your own online live-streaming channel
- Use Open Broadcaster Software & Others to do this
- Demonstrate the correct use of cameras and audio
- Basic lighting for presenting
- Basic graphics and logo design for channel identity
- Bandwidth requirements and problem solving around live-streaming
- Discuss available hardware and software available live-streaming
- How to embed live-stream into online entities and social media
- Use social media to drive live aspect of broadcast
- Develop first webisode and broadcasts