

**What you will learn:**

What is social media? | Why use social media? | Current or traditional marketing methods | Brands and values | What does success mean? | Types of marketing materials | Current uses of social media in business | Action points learning | Reasons or aims for using social media for marketing | Social media tools | Typical audience groups on social media | Identifying the social media audience of the business The keywords of the business | What is content? | Content or relationship marketing | Creating a content plan | Re-using content | What resources does the business need to carry out the social media? Outsourcing social media | Social media policy | The risks of social media | Identifying training needs How to manage a crisis on social media | How to advertise on Facebook, Twitter, and Linkedin

When you have completed the course you will have identified how social media marketing fits into your current marketing, which segment of your audience uses social media, what you want to achieve from Social media and which social media tools will work for your business. You will consider what you are going to say on social media and who is going to use social media in your business. You will also think about how to measure return on the investment you put into social media.

**The 5-week course starts from Monday 06/11/2017 to Monday 11/12/2017
Call 01491 634167 to book a place** - **www.henleycol.ac.uk/courses/adult-learning**

# **‘Social Media for All’ starts in November at The Henley College**

## Did you know...

## There are [2.3 billion active](http://www.slideshare.net/wearesocialsg/digital-in-2016%22%20%5Ct%20%22_blank) social media users

## [91% of retail brands](http://www.adweek.com/socialtimes/yesmail-retail-brands-social-media-channels/622117%22%20%5Ct%20%22_blank) use 2 or more social media channels

## Internet users have an average of [5.54 social media accounts](http://www.globalwebindex.net/blog/internet-users-have-average-of-5-social-media-accounts%22%20%5Ct%20%22_blank)

## Social media users have [risen by 176 million](http://www.socialmediatoday.com/social-networks/kadie-regan/2015-08-10/10-amazing-social-media-growth-stats-2015%22%20%5Ct%20%22_blank) in the last year

## 1 million new active mobile social users are added every day. That’s [12 each second](http://www.socialmediatoday.com/social-networks/kadie-regan/2015-08-10/10-amazing-social-media-growth-stats-2015%22%20%5Ct%20%22_blank)

## Facebook Messenger and Whatsapp handle [60 billion messages a day](https://www.theguardian.com/technology/2016/jul/27/facebook-ad-sales-growth-quarterly-results%22%20%5Ct%20%22_blank)