AN INTRODUCTION TO SOCIAL MEDIA

Course overview

Did you know...

- 72% of all internet users are now active on social media
- In Australia, 14 minutes per hour are spent on social media
- There are 1.15 billion Facebook users
  - Of which a quarter login at least 5 times a day
- Twitter now has 0.6 billion users and that 35% of marketers use it to successfully generate leads
- 40% of the 0.3 billion LinkedIn users check their news stream daily; and that
- The average number of LinkedIn connections a CEO has is 950?

And yet despite all of that if you’re new to social media it can be daunting knowing where to start. If you have an account, you’re on the way!

If you’re looking for guidance on what things you should share; how to enhance your collaboration opportunities or just want to use it for fun then this 2 hour beginner’s course can help you. It provides an introduction to the social media channels you need to know about, practical information on the etiquette required and terminology used and what to post and when.

Course objectives

1. To understand what social media is and the role it plays in today’s society
2. To understand the social media channels
3. To understand which channels should be used and when
4. To understand what should be posted and when

Pre Requisites

A willingness to learn!

About the Trainer

Colin Ellis is originally from Liverpool in the UK and has been an early adopter for most of his life. Social media is at the heart of his project management practice and he has almost 5000 followers across multiple platforms.

As with the work he does with organisations on project management, Colin keeps his training simple, easy to learn and fun.

You can connect with or find out more about Colin here:

Website: colindellis.com
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Course Outline

Introduction
- A brief history social media
- The role of social media in society
- The ‘rules’ for social media use
- Picking a user name

Understanding the ‘key’ channels
- Facebook
- Twitter
- LinkedIn
- Google+
- Yammer
- Others you may have heard of

Posting
- Deciding on your approach
- Finding your voice
- Finding the time
- Communities and collaboration
- Etiquette and responding to posts

Understanding the jargon
- Hashtags, trending, other stuff
- Reshares, likes, favourites, +1s

The future
- Use of social media in the future of work
- Why you need to embrace it