



Social Media for Individuals & Businesses

Course Description:

This workshop is designed to provide an introduction to Social Media and its benefits for individuals and businesses. No prior knowledge is required, making this course a great starting point for anyone interested in learning about Social Media Marketing. Learn about the various Social Media platforms, explore strategies for customer acquisition, retention, engagement and more. From advertising, to measurement and content development, you can learn it all in this workshop.

Instructor:

Rosaleen Kavanagh is a Social Media Marketer, Bilingual Graphic Designer, Web Designer, Product Designer, Clothing Designer & College Instructor. A graduate of Toronto's Ryerson University, she received a Bachelor of Fine Arts (B.F.A.) in New Media where she acquired an exceptional understanding of the image making process as well as theoretical and technical knowledge of Graphic Design, Photography, Video and Film. Rosaleen continues to teach Workshops in Social Media , Multi-Media Design as well as running RKCA the Rosaleen Kavanagh Creative Agency located in London, ON.

Duration: 1 day – 8 hours

Outline:

1. Introduction to Pixlr - www.pixlr.com
 - Learn how to create edited images for Social Media with this free application. Using both photo editing and adding text as well as overlaying effects.
2. Facebook Business Pages & Advertisements - www.facebook.com
 - Discuss what type of content is appropriate and will attract customers & keep current customers interested.
 - Learn how to fill in the admin section, how to add images and discuss the power of testimonials on a Facebook business page.
 - Learn the basics of Facebook Advertising & why it's good for brand recognition. How to create an ad for Facebook for mobile and desktops.



3. Twitter - www.twitter.com
 - Define hashtags and how topics “trend” on Twitter. How to follow, share & have engaging content on your Twitter account.
 - Learn how to follow and find many potential clients and as well as tagging companies/clients you are currently working with.
4. Instagram - www.instagram.com
 - Learn how to develop your online personality and brand through photography on your mobile phone.
 - Learn how to connect locally and internationally with other companies and potential clients. Learn how to use Instagram videos to show more about your company does.
5. Cakemail & Mailchimp - www.cakemail.com & www.mailchimp.com
 - Discuss what E-Newsletters are & why they are great way to communicate to your customers.
 - Discuss how often you should send them and what content should you provide. Review how to use a pre-made template for an E-Newsletter.
6. Youtube - www.youtube.com
 - Discuss why it is important to have a Youtube channel for your business. Discuss when is it important to have private content for staff only i.e. training videos.
7. Google - Google Analytics /Google Ad Words
 - Discuss why is it good to have a Google email account & understanding what Google Analytics Tracking does.
 - Discuss what Google Ad Words are and how they can help your business.
 - Understanding SEO *Search Engine Optimization and how it can help you with your online marketing.