

## PROMOTING BUSINESS THROUGH SOCIAL NETWORKS

Should we consider social networking sites to be the business tools of the future?

### Who is this course suitable for?

Managers and decision makers of businesses looking for more than just a web presence and those seeking an understanding of social media; social networking; social news and how they can be used to promote business.

### What will I gain from this course?

An understanding of the 'socials' – social networking sites, social media, social news. Awareness of many social networking sites. Considerations for a social networking strategy.

### Do I need any experience?

No, there are no entry requirements for this course.

### What if I can't fit it in?

The Business Solutions @ Northbrook team understand how hectic life can be sometimes; it's for this reason that we're happy to customise this workshop for individual employers and ensure flexible delivery, either on your premises or at Northbrook College (A company costing will be provided once your training needs are finalised).

### What are the specific details of this course?

**Price** £40.00

**Duration** 2 hours

For the latest course information including dates, please visit our website and select 'Our Training' from the top right of the page:

[www.northbrook.ac.uk/BusinessSolutions](http://www.northbrook.ac.uk/BusinessSolutions)

### How do I enrol or get further information?

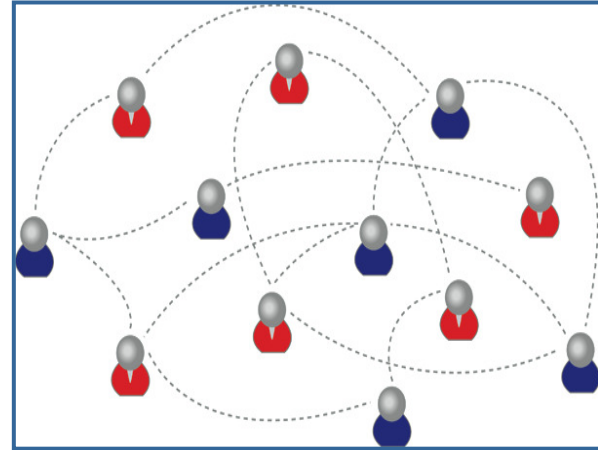
For further information, or enrolment, please contact the Business Solutions @ Northbrook team on:

☎ (01903) 606 114

✉ [business.solutions@nbcoll.ac.uk](mailto:business.solutions@nbcoll.ac.uk)

🌐 [www.northbrook.ac.uk/BusinessSolutions](http://www.northbrook.ac.uk/BusinessSolutions)

📍 Business Solutions @ Northbrook, 17 Liverpool Gardens, Worthing, West Sussex, BN11 1RY



### What will I learn on this course?

How to use social networking tools to:

- > Create and join conversations with customers and potential customers
- > Use relevant communities for market research
- > Twitter and tweet and understand the world of micro blogging
- > Poll targeted audiences, based on demographic data

### Special Offer! Save 25%!

The following workshops are priced at £40.00 each but if you enrol on to all 5 of them at the same time, the total cost will be reduced to only £150.00!

- > Time Management using Outlook
- > Charts and graphs for effective communication for both Project Management and Financial issues
- > Presentation software
- > Project Management
- > Promoting business through social networks