



# Social Media Skills Course Brochure

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1 Day Practical Workshop



## Contents

Course Overview .....	2
Why Choose DCM Learning .....	3
Course Objectives & Benefits .....	4
Course Content .....	5
Trainer Profile.....	6
Who We Work With .....	8
Contact Details .....	9



# The Right Fit.....For You

**Generating and maintaining a successful online presence requires a comprehensive understanding of various platforms and the trends that impact your business.**

Our one day **Social Media Skills** course will enable you to improve your social media skills **by noticing and responding to these trends** and show you how to use them to **optimise exposure, actively curate & post relevant content and connect with their target audience.**

During this course, you will focus on **how to make the most of using Facebook, Twitter, LinkedIn and other social media platforms**, and will look at existing best practice Social Media accounts and how they can be used to give your company an online presence.

You will leave this course with a **number of up to date practical tips, tools and useful planning techniques** that you can take from the classroom back to the office.

This is a highly practical course and scenario based exercises and group discussions will be used throughout to allow learners to gain a **better understanding of how your Social Media presence** affects all aspects of of your business.

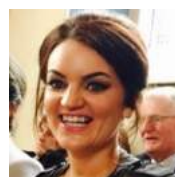
*"I speak for all in saying that it was an excellent course. I found the course very interesting and beneficial both for my work and future career."*

**Marcin Cesarz, Lead Business Analyst, AIB**



*"We are all very happy with the training carried out last week & will definitely be in contact in the future"*

**Aoife O'Rourke, Key Account Manager, Tool & Plastic**



*"Great exercises, very relaxed and great models to explain, learning process and delivery of the information."*

**Jonathan Latimer, Fleet Training Instructor, City Jet**





# Why Choose Our Social Media Skills Course

DCM Learning's Social Media Skills course has been designed to show learners how to make the most of using Facebook, Twitter, LinkedIn and other social media platforms, and will look at existing best practice Social Media accounts and how they can be used to give your company an online presence.

## Specific reasons to choose this course:



**Experienced:** We have trained over 274 individuals successfully in Social Media Skills over the last two years.



**Support:** 15 full-time training consultants plus support staff (21 in total). We are large enough to be well resourced but small enough to care.



**Experienced Training Team:** Our trainers are Training Practitioners with years of industry experience as well as vast training experience.



**Quality Assured Training:** Make sure you Safeguard Your Training Investment. DCM offer courses accredited by national and international certification bodies, including QQI, PMI, IASSC, and Scrum.org.

## You're in Good Company

We have delivered our Social Media Skills programme to the biggest brands in Ireland including Google, Intel, Central Bank of Ireland, ESB, Football Association of Ireland and Abbott so you can have confidence in our ability to deliver the results you want to achieve.





# Social Media Skills Course Outline

## COURSE OVERVIEW

Our one day Social Media Skills course will enable you to improve your social media skills by noticing and responding to these trends and show you how to use them to optimise exposure, actively curate & post relevant content and connect with their target audience.

During this course, you will focus on how to make the most of using Facebook, Twitter, LinkedIn and other social media platforms, and will look at existing best practice Social Media accounts and how they can be used to give your company an online presence.

This is a highly practical course and scenario based exercises and group discussions will be used throughout to allow learners to gain a better understanding of how your Social Media presence affects all aspects of of your business.

## LEARNING OUTCOMES

By the end of the course each learner will be able to:

- Appreciate the benefits of having a social media presence
- Be confident using the Twitter, Facebook and LinkedIn platforms
- Set up or improve a company/organisation page
- Automate elements of their social media marketing to free up time
- Identify content to best promote their services
- Understand the key sites and tools to aid social performance

Below you will find a proposed course outline detailing all the topics covered on the training programme.



# Course Content

## TOPIC 1: AN INTRODUCTION

- The benefits of having a social media strategy
- What should be in your social media mix?
- Social Media etiquette
- Social Media pitfalls to avoid

## TOPIC 2: FACEBOOK, TWITTER AND INSTAGRAM

- Setting up your Facebook page, Instagram and Twitter Account
- Evaluate, improve and critique your existing Facebook, Instagram and Twitter Accounts
- Growing your subscribers (Likes) on Facebook
- Practical advice on the differences between personal and organisational pages
- Tools to link your Facebook and Twitter accounts
- Understanding Instagram
- How to advertise effectively, gain the right followers, have potential clients follow you

## TOPIC 3: LINKEDIN

- Setting up your company page
- Best in class LinkedIn Profiles that attract customers and new talent
- Developing your profile to work best to attract your target audience
- Getting found on LinkedIn for your target keywords and areas of expertise
- Recommendations, messaging, endorsements and other on-site tools



# Course Content

## TOPIC 4: WRITING ONLINE CONTENT

- Developing keywords and phrases
- Writing relevant content for the various platforms to promote events and Maximise business impact
- Developing, collecting and filtering creative ideas
- Best practice examples of website and social media content that work



## Louise Bunyan

### Training Associate

Louise is a digital marketing consultant, trainer and manager with a specialism in employer brand and talent attraction campaigns. Louise is committed to helping people and organisations use digital and social media technologies to connect, build relationships and improve businesses activities.

Louise is an internationally experienced results-driven digital marketing trainer with a diverse background. Louise works with a wide range of businesses of all sizes across all industries to audit their online presence and to create a practical online strategy to win more customers. She also has a passion for employer branding, recruitment marketing and talent acquisition.

Louise's areas of expertise include Digital Marketing, Google AdWords, Social Media Marketing, LinkedIn, Google Analytics, Instagram, Facebook and Twitter.

Some of Louise's qualifications and affiliations include:

- Post Graduate Diploma, Creative Digital Marketing, UCC
- BA in Media and Communications, University of Limerick
- Post Graduate Diploma, Public Relations and Event Management, Fitzwilliam Institute
- Winner of Best Marketing & Communications Blog 2016 from Blog Ireland Awards
- Train the Trainer, QQI/FETAC

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*"Louise had a great way with the team, covered all the points we had discussed and had a very clear and direct manner that we all responded to very well. She used good examples and anecdotes which will be useful to repeat, and had clearly done her research on the firm and our key individuals which also made an impact."*

Suzy Maher, Senior Marketing Manager , Maples and Calder

# MAPLES





# Inhouse Training, One Size Doesn't Fit All.

**Does your team need Social Media Skills training? DCM Learning has a full range of training courses and qualifications available for your team and company, in-house or off-site.**

Based on your requirements, we will develop a custom-made training programme and deliver it specifically for your employees in a chosen location - giving them the exact skills and knowledge they need whilst saving on venue hire, travel, time and associated expenses.

Each daily session will be delivered onsite at a location of your choosing over a 7-hour period. We are flexible on group size, but for group sessions we would recommend a maximum of 15 people to allow for the more interactive elements of the course.

Below is an overview of our Inhouse Training Delivery and Costs:

Details	1 Day Training	2 to 5 Days Training	6+ Days Training
<b>Cost</b>	€1,095 per day	€995 per day	€895 per day
<b>Materials</b>	Included	Included	Included
<b>Travel Expenses</b>	Included	Included	Included
<b>Areas Covered</b>	All Counties	All Counties	All Counties
<b>Customisation</b>	Course Customised	Course Customised	Course Customised
<b>Survey</b>	Pre & Post Course Survey	Pre & Post Course Survey	Pre & Post Course Survey
<b>Account Management</b>		Dedicated Account Manager	Dedicated Account Manager
<b>Free Public Course</b>		1 Free Place	3 Free Places
<b>Public Course Discount</b>		15%	25%



# Who We Work With

We train organisations of all shapes and sizes, from small businesses up to global enterprises. But we never forget that every individual matters, and we make sure that every learner gets what they need to reach their potential.





**Set your career on the  
right course**

### **DUBLIN**

-  01 5241338
-  [dublin@dcmlearning.ie](mailto:dublin@dcmlearning.ie)
-  Guinness Enterprise  
Centre

### **CORK**

-  021 2429691
-  [cork@dcmlearning.ie](mailto:cork@dcmlearning.ie)
-  Atrium Business Centre  
Blackpool Business Park

### **DROGHEDA**

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