

# *Social Media Marketing*

Social media is a staple of modern life. It is so enmeshed in the way that we communicate that companies have little choice but to engage social media as part of their marketing strategy. Before implementing any social media strategies, you should take the time to understand the benefits as well as the risks of using different social media platforms to reach current and potential customers.

At the end of this workshop, participants should be able to:

- Understand different social media platforms
- Identify audience
- Monitor and measure performance
- Consider pros and cons before making decisions

## **Course Outline**

- Facebook
- YouTube
- Twitter
- LinkedIn
- Google+
- Pinterest
- Tumblr
- Flickr
- Snapchat
- Instagram



## **2 Day Workshop**

### **Getting Started**

- Icebreaker
- Housekeeping Items
- The Parking Lot
- Workshop Objectives

### **Wrapping up**

- Words from the Wise
- Review of Parking Lot
- Lessons Learned
- Completion of Action Plans and Evaluations