

## Using Social Media – Well Connected

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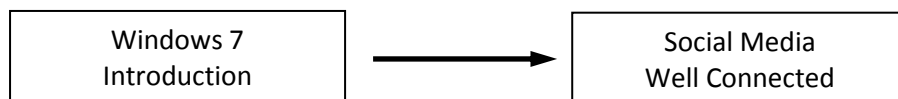
### Audience

This course is for individuals who have an interest in finding out how technology can be utilised to create a social media presence for marketing, business and personal promotion. This includes setting up Facebook, Twitter and LinkedIn sites. It is also aimed at those who wish to enhance and improve their current understanding of social media to enable them to further grow and develop an online presence either personally or for business use.

### Duration

3 hours

### Prior Learning Segment



You must be able to navigate efficiently within a Windows and Internet environment and have the skills stated in the learning outcomes for Ripped Orange's Windows 7 - Introduction course.

### Key Learnings

- Set up and manage professional Facebook, Twitter and LinkedIn sites
- Tailor social media settings to ensure the right fit for your company
- Focus on security settings to manage your public presence
- Link social media tools with your Outlook email client
- Awareness of on-line tools for filtering, managing and marketing web content

### Learning Outcomes

At the end of the course you will have the knowledge necessary to utilise social media tools including Facebook, Twitter and LinkedIn enabling you to use social media quickly and efficiently whilst managing your public presence.