

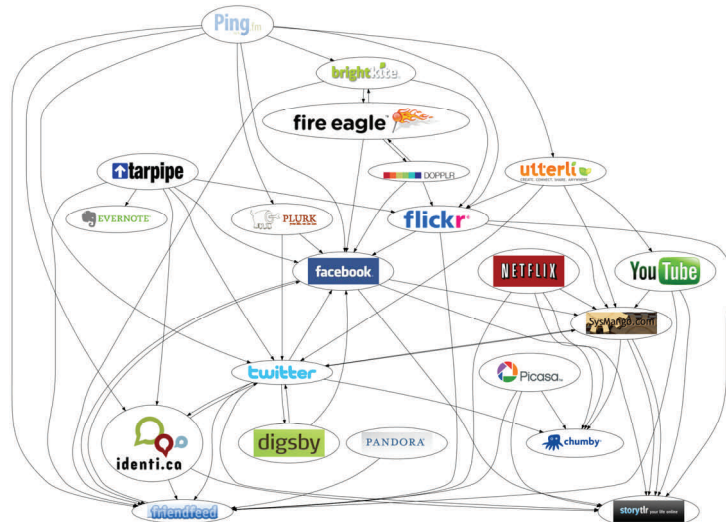
Building Your Online Presence

Duration: One day

Having a strong online presence has become an essential cost of being in business. Yet many people do not understand the importance of presenting themselves effectively on the web or lack the knowledge of how to do this. This one day practical course gives people an introduction to online networking, its benefits and value for career and business development, and the confidence to begin posting online immediately.

Why Attend?

- To learn how social networks are transforming sales, PR and marketing
- To learn how different social networks work and the value of each
- To learn practical ways of setting up and building quickly an effective online presence.



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Who Should Attend?

- Anybody who needs to promote themselves and/or their business
- Anybody who wants to understand social networking better
- Anybody who wants to build their confidence in communicating online.

Topics Covered

- How people use the internet today
- The business case for building an online presence
- An introduction to the most popular social networking sites and how to use them
- The seven rules for building an online presence
- Discovering your passion
- How to broadcast on Twitter
- Practice at creating different types of posts
- Tips and hazards

By the End of the Course Delegates will

- have a good overview of how social networking sites work
- understand the benefits of developing an online presence for themselves and/or their business
- be able to create valuable and effective posts.