

**SOCIAL MEDIA MARKETING ESSENTIALS – FACEBOOK, TWITTER & GRAPHICS**

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| **Duration** | **1 day** |
| **Date(s)** | **10th October 2018 (Wednesday)** |
| **Time** | **9.30am – 4.30pm** |
| **Location** | **Enterprise House, O’Brien Road, Carlow** |
| **Fee** | **€30.00** |
| **Trainer** | **ASPIRE Online Services Ltd.** |

**Course Overview:**

The purpose of the Social Media Marketing Essentials is to examine the world of Facebook, Twitter & Graphics. Social media gives every business the chance to make real connections with current and potential customers at a low cost. Whether it’s a start-up business, or a growing business that is trying to move from bricks to clicks, these chances can bring challenges.

**Course Objective:**

The objective of this workshop is a group led process where businesses will learn technical skills and receive support and guidance to achieve specific, measurable Social Media Marketing business goals.

**Course Content:**

**The Following Content will be covered.**

* Design Graphics for Social Media Platforms
* How to create creative branding for a Facebook Business page
* Planning a Facebook Advertising Campaign
* How to use basic and advanced Facebook/Twitter marketing tactics
* Building a community of followers on Twitter
* How to use free image editing tool
* How to use MS Powerpoint for Image Creation

Carlow County Council – Local Enterprise Offices

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