

# The Reluctant Mouse

Affordable, flexible computer training for work and home



The Reluctant Mouse

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## Course Outline - Social Media, an Overview



### Aims

To introduce businesses and community groups to the use of social media - its benefits and its pitfalls.

### Learning Objectives

By the end of the course you will have an understanding of the place social media has to play in promoting businesses, organisations and voluntary groups, and an awareness of the issues to consider when using it.

### Previous Knowledge/Experience

Learners should have basic computer skills including using the internet.

### Duration

2 hours

### Topics

- ♥ Overview of the growing use of social media on the internet by organisations and individuals.
- ♥ What social media websites *really* are (“...if you’re getting something and you’re not paying for it, just remember: you’re the product, not the customer”)!)
- ♥ A quick look at the top players: Facebook, Twitter, YouTube, LinkedIn and Pinterest.
- ♥ Choosing the best one(s) to suit your needs.
- ♥ Checking out the opposition!
- ♥ Planning your content.
- ♥ The importance of keeping things fresh!

### Follow-on Courses

- ♥ An Introduction to Facebook
- ♥ Facebook Workshop - Create Your Own Page(s)

*Course content may change at the trainer’s discretion to suit the needs of delegates on the day.*