

# Social Media Overview

## Course Duration

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1 Day

## Objectives & Expected Outcomes

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Understand the route that your business will need to take to maximise social media potential. Have a basic knowledge of the more popular platforms, and understand where further development is required.

## Pre-Requisites

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To have a basic computing knowledge. Personal accounts on some social networking sites will be beneficial.

## Subjects

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### General Social Media

Quantity vs Quality | Mobile usage | Visibility | Sharing access to others | Privacy | Imposters | Feeds | Embedding | Plugins and Apps | Interaction – Discussions | Timing | Virals | Combining multiple social networks | Image & General Quality | Username selection | Trolls | Response Times | Demonstrate Company Ethos with image/avatar etc | Why Social Media?

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### LinkedIn

Skills | Connections | Groups | Companies | Premium | Introductions | Levels of connections

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### Facebook

Events | Pages | Groups | Individual Accounts | Advertising | Images | Contact Details & The Phone Book | Promote | Direct Audience | Mobile & Other Platforms | Places | Uploading Media | Sharing Content | IM/Chat | Tagging | Statistics | Liking other pages from your page | Ownership | Networks | Polls

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### YouTube

Personal Accounts | Channels | Mobile | Subscriptions | Tags | HD | Live Feeds | Comments | Advertising

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## Twitter

Multiple Accounts | Platforms | Confirmed Users | 140 Characters | Short urls | Images & Videos | Retweet (New & Old style) | D @ | # hashtag | Reasons for getting in early (#ff) | Trending | Username Changing | Lists | Favouriting | Mobile Notifications | News breaking (Bin Laden) – Dissemination rumour | Following | Replies / Mentions | Location - audience

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## Pinterest

Pin | Repin | Albums

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## Google+

Circles | Gmail | Chrome | +1

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## Others

Tumblr | Blogging potential | WordPress | Vimeo | Viadeo | Flickr | Mixi (Japanese) | FourSquare | Wikipedia | Instagram | Snapchat | WhatsApp

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