



## Social Media Marketing

## OVERVIEW

Welcome to The Mandatory Training Group's online Social Media Marketing training course. All our online training courses, programmes and qualifications are accredited by the CPD Certification Service (CPDUK).

Social media is a staple of modern life. It is so enmeshed in the way we communicate that companies have little choice but to engage social media as part of their marketing strategy. Before implementing any social media strategies, you should take the time to understand the benefits as well as the risks.

With our online Social Media Marketing training course, participants will discover the specifics of how to effectively use social media marketing. By utilising different social media platforms to reach current and potential customers, your marketing will only see success.

### Social Media Marketing – E-Learning Course — CPDUK Accredited

- ◆ Study method – Online, self-paced
- ◆ Estimated duration (Indicative CPD hours) – 4 hours
- ◆ Course format – Online (24/7 access)
- ◆ Entry requirements – no prerequisites required
- ◆ Assessment type – Complete end of course assessment (80% needed to pass and gain CPD certificate)
- ◆ Certification/Qualification – Downloadable CPD certificate
- ◆ Cost(s) of assessment and certification – Assessment and certification costs included in the course price
- ◆ Course accreditation – CPD Certification Service (CPDUK)
- ◆ Course access – Part-time (1-year access)
- ◆ Course delivery – via desktop PC/MAC, laptops, tablets or smartphones.

### Who is the course for?

This online Social Media Marketing training course is suitable for those who want to know more about digital marketing on various social media platforms.

### Course aims

With our online Social Media Marketing online training course, learners will discover the specifics of how to effectively use social media marketing. By utilising different social media platforms to reach current and potential customers, your marketing will only see success.



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## Learning outcomes

On completion of this online Social Media Marketing training course, learners will know more about digital marketing on the following social media platforms:

- ◆ Facebook
- ◆ YouTube
- ◆ Twitter
- ◆ LinkedIn
- ◆ Google+
- ◆ Pinterest
- ◆ Tumblr
- ◆ Flickr
- ◆ Snapchat
- ◆ Instagram.

## What is covered in this course?

This online Social Media Marketing training course includes the following:

### Module 1: Getting Started

- Icebreaker
- Housekeeping Items
- The Parking Lot
- Workshop Objectives

### Module 2: Facebook

- Pros / Cons
- Likes / Comments
- Posts / Links
- Tracking and Measurement
- Case Study
- Module Two: Review Questions

### Module 3: YouTube

- Pros / Cons
- Channel
- Content and Voice
- Tags and Measurement
- Case Study
- Module Three: Review Questions

### Module 4: Twitter

- Pros/ Cons
- Voice
- Tags and Links
- Tracking and Measurement
- Case Study
- Module Four: Review Questions

### Module 5: LinkedIn

- Pros / Cons
- Optimise Search in Profile
- Groups and Links
- Tracking and Measurement
- Case Study
- Module Five: Review Questions

### Module 6: Google+

- Pros / Cons
- Natural Search Links
- Strategy
- Tracking and Measurement
- Case Study
- Module Six: Review Questions

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## Module 7: Pinterest

- Pros/ Cons
- Posting and Conversation
- Pins and Boards
- Tracking and Measurement
- Case Study
- Module Seven: Review Questions

## Module 8: Tumblr

- Pros / Cons
- Posting and Conversation
- Links
- Tracking and Measurement
- Case Study
- Module Eight: Review Questions

## Module 9: Flickr

- Pros / Cons
- Expand Sharing
- Discussion
- Tracking and Measurement
- Case Study
- Module Nine: Review Questions

## Module 10: Snapchat

- Pros / Cons
- Audience
- Ads
- Tracking and Measurement
- Case Study
- Module Ten: Review Questions

## Module 11: Instagram

- Pros / Cons
- Niche and Quality
- Hashtags
- Tracking and Measurement
- Case Study
- Module Eleven: Review Questions

## Module 12: Wrapping Up

- Words from the Wise
- Review of Parking Lot
- Lessons Learned
- Completion of Action Plans and Evaluations

## Why is this online Social Media Marketing training course essential?

Social media marketing is a powerful way for businesses of all sizes to reach prospects and customers. Your customers are already interacting with brands through social media, and if you're not speaking directly to your audience through social platforms like Facebook, Twitter, Instagram, and Pinterest, you're missing out! Great marketing on social media can bring remarkable success to your business, creating devoted brand advocates and even driving leads and sales.

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★ ← →  
**Learn. Develop. Comply**

## HOW IT WORKS

### Instant Access

- Gain instant access to your course(s) upon purchasing through our website
- Login credentials are sent immediately to the customer to the email address provided during the checkout process
- We also advise all customers to check their spam and junk mail folders in case your mail server has diverted the email there

### Online Support 24/7

- Customer service teams interact with clients through email and live chat support.

### Refund policy

- To request a refund, you should email our support team with your receipt stating why you would like to be reimbursed.
- You, or your learners, must not complete the training to make a valid refund claim.
- Any courses that have been completed and those with certificates achieved will not be valid for a refund.

### Learn Anytime, Anywhere, On Any Device

- Learn at your own pace, at a time and place convenient to your circumstances
- Individual learners can access their course material(s) 24/7 for 365 days from the date of purchase
- In the case of organisations that order multiple licences for future use, the countdown will start when learners are allocated to the training course(s)

### Assessment and Certification

- Unlimited attempts to complete end of course assessments
- On successful completion, download, print/save quality-assured CPD certificate

### 100% Money Back Guarantee

- We want you to be completely satisfied with your training. We offer a 14-day money-back guarantee if you are not 100% satisfied.



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## ACCREDITATION

### End of course assessment

At the end of this course, learners are required to complete an online end of course assessment. On successful completion of the assessment (80% pass mark), learners may download a FREE CPD certificate from their profile page.

### Certification

On successful completion of this e-learning course and end of course assessment, the learner may download, save and/or print a quality assured CPD certificate (recognised internationally). Our CPD certificate can be used to provide evidence for compliance and audit or Continuing Professional Development (CPD).

### Course accreditation

The CPD Certification Service accredits all our online training courses and programmes as conforming to universally accepted Continuous Professional Development (CPD) guidelines.

The banner features the CPD logo on the left, which includes the text 'Mandatory Training Group' below it. In the center, it reads 'Corporate Member' in large blue font, with 'The CPD Certification Service' and 'CPDUK Corporate Membership Number - 11177' below it. On the right, it features the 'CPD CERTIFIED' logo with 'The CPD Certification Service' and 'Collective Mark' below it.

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## WHY CHOOSE OUR ACCREDITED E-LEARNING COURSES?

The benefits of using our accredited e-learning courses in the workplace include:

- CPDUK accredited e-learning provider
- Ofqual approved training centre (UK qualifications)
- Internationally recognised CPD and Ofqual approved certificates
- Wide range of courses and qualifications that meet UK legislation and guidelines
- Over 500 online courses and programmes that cover multiple sectors
- Free blended learning environment for individuals and organisations
- Immediate access to online courses and programmes
- Highly interactive e-learning portal
- Substantial cost reductions (no travel fees and other expenses)
- Self-paced online learning
- Low carbon footprint through e-learning
- Repository of online learning materials and assessments
- Fully qualified and experienced trainers, instructors and assessors
- Experienced subject matter experts and content developers
- Conversion of existing classroom courses to e-learning courses
- All training courses meet the latest guidance and best practice recommendations.





### Civility in the Workplace Training Course for Global Executives

*"YPO is the premier global leadership organisation for more than 28,000 chief executives in over 130 countries and the global platform for them to engage, learn and grow. We approached The Mandatory Training Group to develop an online training programme focusing on improving workplace civility. Their team developed excellent learning materials tailored to our organisational needs. With their support, we rolled out the civility in the workplace training programme to over 300 executives around the world."*

Nicolle Billmyre, YPO, Texas, USA



### City and Hackney

Clinical Commissioning Group

### Counter Fraud, Bribery and Corruption Training for NHS Providers

*"NHS City and Hackney Clinical Commissioning Group (CCG) is an NHS organisation led by local GPs. The Mandatory Training Group provided us with tailored courses focussing on tackling fraud, corruption and bribery for all our staff across various sites. The e-learning courses helped us to meet statutory and regulatory requirements".*

Harriet Griffiths, NHS City and Hackney CCG, London, UK

### Accredited Training Courses, Programmes and Regulated Qualifications



*"Reed is the largest platform for jobs, recruitment and courses in the UK. The Mandatory Training Group is one of our most trusted providers of continuing professional development (CPD) programmes and regulated qualifications. They have provided us with a wide range of learning materials ranging from soft skills, personal development, health and safety, among others. These courses help many job seekers to improve their skills and comply with the current UK and European laws".*

Mansh Bhatti, Reed Courses, London, UK



*“When we set up our business, we were looking for a reliable training provider for the healthcare multi-disciplinary team (MDT). We worked with The Mandatory Training Group to establish our training needs for each group of professionals. Their experience was invaluable, helping us to design new courses and assessments to meet the commissioners' and regulatory requirements”.*

Anne Joy, OSD Healthcare, Hemel Hempstead, UK



Healthcare choice for **everyone** **Statutory and Mandatory Training for Healthcare Providers**

*“All our senior clinicians were delighted with the delivery of the mandatory training courses. They found the course leaders to be very flexible with allocating more time to certain areas at request. The course contents that LearnPac had designed were tailored to our workforce, which helped them improve their understanding of the subjects. The application of legislative concepts to practice was excellent”.*

Sophie Hartley-Jones, OneHealth Group, Sheffield, UK

## Online Training and Development for the Public Sector



*“We work with various public sector organisations. Statutory and mandatory training is essential for all our placements. We used LearnPac for the blended learning environment they provide for our staff. The online statutory and mandatory training courses adequately meet our regulatory requirements. LearnPac's learning management system enabled us to manage our learners and quickly sort out compliance for our workers. The flexibility of pricing and meeting our needs with the mandatory training was beneficial.”*

David Sanchez, Eden Brown Synergy, London, UK



## Blended Train the Trainer Courses for Healthcare Providers

*“We were looking to provide resuscitation and first aid training for clinical and non-clinical staff internally. The Mandatory Training Group stood out because they provide comprehensive blended learning solutions. Our internal trainers and facilitators were able to complete the theory training and assessments in advance. The practical sessions were packed with meaningful activities throughout the day. The lead trainers also helped us to complete training needs assessments”.*

Kate McLoughlin, Nuffield Health, Bournemouth, UK

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# LEARN. DEVELOP. COMPLY.

The Mandatory Training Group is the leading UK provider of accredited statutory and mandatory training courses for all sectors, including health and social care, education, local government, private and charity sectors.

We have supported over one million learners to reach their potential through e-learning courses and qualifications using our interactive online learning portal.

## ADDRESS

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## WEBSITE

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## WORKING HOURS

Mon - Fri / 9:00AM - 5:00PM

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