

Course Information Sheet

Social Media Improvers

DH06E21C



Venue 📍 Hyde Park House	Start Date	5 Nov 2024 10:00
	End Date	10 Dec 2024 12:30
	Fee	No Fee
	Materials	£0

[OCSW DH06E21C Social Media Improvers \(oncoursesouthwest.co.uk\)](https://oncoursesouthwest.co.uk)

Elevate your social media presence with this 8-week course designed to hone your skills and boost engagement.

Course Description: Take your social media game to the next level! This interactive course, Social Media Improvers, equips you with the knowledge and practical skills to create compelling content, manage your online presence effectively, and achieve your social media goals. Through a mix of engaging activities, insightful discussions, and expert guidance, you'll gain a deeper understanding of the latest social media trends, crafting effective content strategies, and utilising analytics to track your progress.

What will I learn? (Weekly Breakdown)

- **Week 1:** Introduction to Social Media Marketing & Setting Goals
- **Week 2:** Understanding Different Social Media Platforms & Audiences
- **Week 3:** Content Creation Essentials: Storytelling & Visuals
- **Week 4:** Building & Engaging Your Social Media Community
- **Week 5:** Social Media Advertising Fundamentals
- **Week 6:** Managing Your Online Brand Reputation & Crisis Communication
- **Week 7:** Social Media Analytics & Measuring Success
- **Week 8:** The Future of Social Media & Putting Your Learning into Action

How will I be assessed?

- **Formative:** Active class participation, quizzes, and peer feedback.
- **Summative:** Completion of a social media content calendar and implementation strategy.

Who is this course for?

This course is ideal for entrepreneurs, small business owners, marketing professionals, and anyone who wants to improve their social media skills and presence.

Target Audience: Individuals with a basic understanding of social media platforms who are looking to enhance their online marketing capabilities.

Progression Opportunities:

After completing this course, you could progress to:

- **Diploma in Social Media Marketing**
- **Online Social Media Management Courses**
- **Advanced Content Creation Workshops**

Career or Job Enhancement Pathways:

- Social Media Manager
- Content Creator
- Community Manager
- Digital Marketing Specialist

How do I enrol?

The quickest way to enrol is online at www.oucoursesouthwest.co.uk, simply create an account and select 'Enrol now'. Alternatively, if you have any questions, please call our friendly customer service team on 01752 660713.

How will the course be delivered?

This is a practical course, and the sessions will include tutor-led demonstrations, learner-led group activities, instruction and repetition. These will form part of the delivery together with one-to-one support as required.

Will I need to practise outside the classroom?

You will be encouraged to review your notes between lessons to ensure maximum benefit from your course. It is always useful to practise your skills between sessions. Your tutor may encourage home learning, or independent research.

How will I know I'm making progress?

During the first session, your tutor will discuss your goals and current level in relation to the course. Based on this assessment, you will agree individual targets which you will record in your individual learning plan (ILP). You and your tutor will review your targets regularly to ensure that you are making progress; these will be written in your individual learning plan.

What will I need?

Please bring a notepad, and pen to each session. You may wish to bring a file for any handouts. A laptop with internet access is required for completion of coursework and home learning outside of the classroom.

Please note:

Most courses attract a subsidy from the Education and Skills Funding Agency (ESFA). It is a requirement of the ESFA that you complete various forms at different stages of your course, further information is available on request. Courses are subject to a minimum number of enrolments and could be cancelled if recruitment is low. In some cases, an alternative class at a different location may be offered.

Terms and conditions are available at

<https://www.onscoursesouthwest.co.uk/learner-information/essential-information-for-every-learner>

Room numbers are subject to change - please check when you arrive at the venue.

