

## Learn how to promote your consultancy business using social media

In this 3-hour course you will learn how to use the most suitable social media channels to help build brand awareness and promote your business. Effective use of these channels can drive activity to your website and generate new leads.



### LinkedIn

The world's biggest social media network for businesspeople allows you to connect with potential customers and partners worldwide.

We look at optimising your personal profile and creating a company page. You will also learn how to network effectively on LinkedIn and use best practice to promote your brand.



### Twitter

Learn out how to connect with others and share your thoughts on your industry on this popular social media platform.

You will learn about hashtags, creating the right messaging and interacting with best practice. Also, find out some clever ideas when it comes to creating content that will resonate with your audience.

This course is offered by Foster Environmental and facilitated by an experience marketing consultant with many years' experience and expertise in the digital marketing and social media sector.