



# Basic Social Media Training Course

*Gain an understanding of how to best utilize the marketing opportunities afforded by Social Media.*

## Topics Covered Include:

- The importance of social media and how it builds social capital
- What is **facebook** and how do you navigate through it?
- What is **twitter** and what is it for?
- In class set up of your **twitter** / **facebook** account.
- Marketing your organisation through social media.

## What You'll Take Home:

- Glossary of terms
- A new **facebook** and **twitter** account for your organization!
- A better understanding of social media networking.

**When: Monday, June 27, 2011  
10:00 – 12:30**

**Norton Park Conference Centre  
Just £20 Per Person!**

Participants will be asked to provide their own lap-tops, we will provide access to wifi.

**To book your spot, please contact Robyn Brophy at [info@social-capital.net](mailto:info@social-capital.net)**

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