



Building a Brand on Social Media

Select Your Learning Style

Facilitator-led 1 Day Program (Classroom)

OR

eLearning format (Self-paced)

Please refer to Pricing Page for cost per participant

Your brand speaks for your company and its products and/or services. In today's online-focused world, it's important that your brand has a definitive, consistent, and responsive presence.

Whether you're looking to build a brand from scratch, or strengthen an existing brand, this course will help you build a brand using social media. We'll cover how to build a social media strategy, identify social media platforms that fit your brand, craft strong messages that will engage your audience, and evaluate and revise your strategy.

What Will Participants Learn?

- ✓ Define terms related to social media branding
- ✓ Create a strategy for your social media brand
- ✓ Describe various social media platforms and identify what platforms fit your brand
- ✓ Communicate effectively over social media
- ✓ Deal with negative feedback and criticism
- ✓ Create a social media playbook to guide brand ambassadors
- ✓ Evaluate your brand strength and revise your strategy

What Topics are Covered?

- ✓ Defining the Terms
- ✓ Building Your Social Media Branding Strategy
- ✓ Identifying Your Social Media Audience
- ✓ The Key Social Media Platforms
- ✓ Creating Brand-Focused Messages
- ✓ Building Customer Trust
- ✓ Developing a Communication Strategy
- ✓ Reviewing and Revising

What's Included in Your Learning Style?

- ✓ Self-paced eLearning OR
- ✓ Interactive class environment – Facilitator-Led
- ✓ Specialized course materials and resources
- ✓ Personalized certificate of completion

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