



## TITLE: Social Media and Self-Promotion

### What is the course about?

Social media marketing can help any business increase its' activity and exposure. The variety of platforms available to business means that they can track website traffic and user behaviour, examine page views and advertising exposure; develop brand awareness and create and sustain a positive brand association and develop broader customer reach. The social web allows individuals to interact with others, create and promote content, as an individual or company and with the right strategy reach key influencers using this medium. Social media expansion is important because this provides foundations for broader and faster mindshare.

The variety of platforms that can be utilized for self-promotion enable young entrepreneurs to develop their ideas and offer them to a world wide audience at the touch of a button. People feel motivated to contribute valuable information to the world wide audience in the expectation that one will receive useful help and information in return. This helps to develop new and existing ideas. Recognition is important to online contributors too; as is communion. People are social beings and it motivates many people to receive direct responses to their contributions.

This interactive course will blend the theoretical explorations underpinning using social media with the practical hands-on applications of these new and exciting technologies.

### Objectives of the Course:

- To promote an awareness of the importance of understanding and utilising modern social media platforms
- To examine the reasons why you should use social media to promote yourself
- To provide practical, hands-on activities to enable participants to develop their use of social media
- To look at how modern business utilises social media for promotion