

Social Media for Business Uncertified

This programme is aimed at people who are in employment or are self-employed and are looking to upskill. This programme aims to provide them with the tools to be able to use the most common Social Media applications confidently.

Objectives

- To introduce the Learner to the most popular Social Media platforms and to understand the profile of users and different purposes across platforms.
- To understand key terms and elements in using social media including taking pictures, sharing locations, using hashtags.
- To facilitate the Learners to develop the key skills to use Social Media as a communication/promotion tool for their business.
- To develop the Learners understanding of the positive and negative impacts of Social Media and the responsibility when using Social Media accounts.

Enrolment Criteria

This course is for aimed at people who are in employment or self-employment and are looking to upskill. It is designed for those who may have finished school early or who have a Leaving Certificate that is a few years old.

No Assessment