**Social Media for All**

**6/11/2017 Week 1 – Facebook**

Introduction to social media

Social media in numbers

What is Facebook?

The layout of Facebook

Facebook Advertising

How to create content

Privacy settings

**13/11/2017 Week 2 - Linkedin**

Recap on last week

What is LinkedIn

Making your profile stand out

Searching for connections

Job seeking

Article and post content

LinkedIn Advertising

**20/11/2017 Week 3 - Twitter**

Recap on last week - LinkedIn

What is Twitter?

Using hashtags (keyword research using Google Analytics)

How to gain more followers

**27/11/2017 Week 4 – Content generation**

Scheduling tools available

How to find content to post from Google and News sources

A look at image sharing Instagram and Pinterest

Look at Snapchat - app

Look at WhatsApp – app

Taking good photographs for social media sharing

**4/12/2017 Week 5 - Facebook revisit**

Advertising on Social Media

Task 1 – Creating pages for new business or group and ensuring the content is suited to your audience

**4/12/2017** - **Week 6 - Recap**

Recap on all social media platforms

Christmas task– How you would promote your gift on social media