



Social Media Masterclass

Course Overview

Elevate your social media strategy by learning how to build brilliant personal and business brands, create candidate and client communities and ultimately drive more business your way.

This is a full day training course delivered in-person or over 2-four hour sessions using Zoom Video conferencing.

AGENDA HIGHLIGHTS:

- Social Media Platform Overview
- Devising a content strategy for your business
- Making the algorithms work for you
- Paid social media advertising – how to get it right
- Using video in your social content – getting over camera shyness!
- Facebook Jobs and Google for Jobs – how to show up in the right places
- Finding and engaging the right people online
- Tips tools and upcoming social media marketing trends

TARGET AUDIENCE:

- Recruiters with marketing responsibility or recruitment marketers aiming for a better understanding of using social media in their digital strategy
- Recruiters with marketing responsibility or Recruitment marketers who are just starting out and want to learn more about social media
- Recruitment leaders or business owners aiming to build their brand and business online
- Recruiters who are keen to grow their reach and impact using social media

TRAINER: Christina Robinson

LEARNING OUTCOMES:

- More strategic approach to your online business strategy
- A more technical understanding of social media and how to leverage it for your benefit
- Knowledge of what to post, when, where and how so you grow your reach organically
- Understanding how to get the biggest bang for your buck with paid social advertising
- Fleshing out your content strategy with ideas that work
- Understand which trends will work for your recruitment business and keep you ahead of your competitors

INVESTMENT:

OPEN COURSE – Cost per head:

Virtual	£450.00 plus VAT
Face to Face	£520.00 plus VAT

IN COMPANY COURSE –

prices are based on 8 delegates plus Trainer expenses

Virtual	£2260.00 plus VAT
Face to Face	£2940.00 plus VAT

For further information on the above programme or to discuss your talent development needs, please call **020 3117 0914** or email talentdevelopment@apsco.org

Courses are available to APSCo members and non-members alike. For non-member prices please contact APSCo Talent Development.