Social Media: Essential in Marketing & Promotion

Are you looking for a job? Own a small business? Fundraising for your favorite cause? Are you a marketing or PR director looking for some basics in planning and executing a social media strategy?

- Whether you are looking for a new job, or just want to be more visible in your industry, social media can help.
- Social media sites and a strategy to use them enhance customer relationships for small business and non-profits.
- Effective social media can be done in only 15 minutes a day with the right plan and techniques.

Courses:

Choose the ones that suit your needs:

**NCBU 150G:** Social Media for Beginners
**NCBU 151G:** Effective Social Media in 15 Minutes a Day
**NCBU 152G:** Developing Creative Content in Social Media
**NCBU 153G:** Developing a Comprehensive Social Media Strategy
**NCBU 154G:** Social Media on the Go
**NCBU 155G:** Effective Use of Email Marketing

**Job Outlook:** 2010 – 2020

Public relations specialists: 23% growth
Public relations managers: 16% growth

Growth of both will be driven by the need for organizations to maintain their public image in a high-information age and with the growth of social media.

- US Bureau of Labor Statistics
NCBU 150G Social Media for Beginners
Social media is here to stay, and if you haven’t jumped on the bandwagon yet, now is the time! Social media can help your business, help you find a new job, help you get involved with the community, and more! This session will let you dip your toe in the social media waters, and ask as many questions as you want. Requirements for this class: having little to no social media experience, but enthusiastic about trying it out!

NCBU 151G Effective Social Media in 15 Minutes a Day
If you think social media is too time consuming, you could be right! Or maybe you just haven’t learned the techniques which will help you do social media well for yourself or for your business, in only 15 minutes a day. We’ll talk about how to get the most out of a short period of time by using content calendars, post scheduling, mobile apps, and more.

NCBU 152G Developing Creative Content in Social Media
For many, creating content is the hardest part of doing social media. How do you know what to say? How do you know what will be interesting to your followers? Learn how to create content that will tell your story and keep your followers interested. This hands-on workshop will leave you with a content calendar and lots of content that you can start sharing!

NCBU 153G Developing a Comprehensive Social Media Strategy
Why are you using social media? What do you hope to get out of it? Are you successful? If you don’t have a social media strategy, you might not know the answers to these questions. If you’re dedicated to putting time into doing social media, a strategy will help keep you on track and help to determine whether or not what you’re doing is successful. In this hands-on workshop, we’ll talk about all of the different parts of a social media strategy, and you’ll walk away with everything you need to create a comprehensive strategy.

NCBU 154G Social Media on the Go
When doing social media, your smart phone can be your best friend. Social media can be made very easy if you have the right apps on your phone, and you learn how to use them all together. In this workshop, we’ll talk about what apps you should download, and how to use them to find and create content, images and more!

NCBU 155G Effective Use of Email Marketing
Email is not dead! It’s still the best way to get in touch with people and keep them up to date on what’s happening with your organization. Come and learn which email platform is best for you, and the best ways to get subscribers, opens and click throughs. You’ll also learn why the subject line might be the most important thing of all!

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