



Schedule your Social Media for Impact

Introduction

Are you wanting to engage more with you potential and current cutometers through your social media, but struggling to find the time to regularly post?

Would you like to be able to manage and view tweets by notifications, your mentions, tweets matching a particular search term or a trending topic of your choice to get a broader view of activity?

Have you considered using a scheduling platform to help you coordinate and manage your social media activity, but not sure what the benefits would be?

There is a wide number of scheduling platforms available on the market businesses can use to help them manage their social media activity. This workshop will introduce you to two such available scheduling tools ([TweetDeck](#) and [Hootsuite](#)) to show you how such platforms can help you coordinate, structure and effectively manage your social media activity to engage with your customers.

- [TweetDeck](#) is a twitter platform which allows you to schedule tweets and follow conversation threads in a clear and visual way
- [Hootsuite](#) allows you to create, schedule and publish your content across social networks from a single dashboard

Who is it for?

The workshop is designed for individuals who manage their organisation's social media accounts and want to learn how to schedule and track activity in a time effective manner.

Workshop structure

This online bitesize workshop will provide a brief explanation on how scheduling platforms can support you in managing your social media activity. You will then be walked through each platform on how to create an account, link your social media accounts to it and start to scheduled future posts.

What will I get out of it?

- Learner about the benefits of scheduling platforms
- Understand how to navigate two platforms - Hootsuite and TweetDeck
- Create your own schedule within the platforms to start scheduling your activity straight away

Duration

2 hours

Dates & Timing

Contact our Digital Skills team for upcoming workshop dates

Location

Online

Cost

Fully subsidised for Workforce for the Future registered SMEs

Book your place

Contact our Digital Skills team to book your place on the next workshop

Contact

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