

Building a Brand on Social Media

Your brand speaks for your company and its products and/or services. In today's online-focused world, it's important that your brand has a definitive, consistent, and responsive presence.

Whether you're looking to build a brand from scratch, or strengthen an existing brand, this course will help you build a brand using social media. We'll cover how to build a social media strategy, identify social media platforms that fit your brand, craft strong messages that will engage your audience, and evaluate and revise your strategy.

What Will Students Learn?

- ✓ Define terms related to social media branding
- ✓ Create a strategy for your social media brand
- ✓ Describe various social media platforms and identify what platforms fit your brand
- ✓ Communicate effectively over social media
- ✓ Deal with negative feedback and criticism
- ✓ Create a social media playbook to guide brand ambassadors
- ✓ Evaluate your brand strength and revise your strategy

What Topics are Covered?

- ✓ Defining the Terms
- ✓ Building Your Social Media Branding Strategy
- ✓ Identifying Your Social Media Audience
- ✓ The Key Social Media Platforms
- ✓ Creating Brand-Focused Messages
- ✓ Building Customer Trust
- ✓ Developing a Communication Strategy
- ✓ Reviewing and Revising

What's Included?

- ✓ Instruction by an expert facilitator
- ✓ Small, interactive classes
- ✓ Specialized manual and course materials
- ✓ Personalized certificate of completion

Pre-Registration Information

Yes! I would like to attend **Building a Brand on Social Media!** Sign me up for the following session:

- Midrand, Gauteng
- Cape Town, Western Cape

- All workshops are from 8:30 a.m. until 4:30 p.m.
- Cost: R2350.00 per person
- Prices and dates are subject to change

Your Information

Name: _____

Position: _____

Organization: _____

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E-mail Address: _____

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