

Social Media – Creating a Digital Footprint

Part Time Classroom Training

Why does your digital footprint matter?

Every day, whether we want to or not, we contribute to our growing footprint of who we are online. It is important to understand what the impact of our digital footprint can mean to our future.

The value of managing your digital footprint

Sites like Facebook, Twitter, Google+ and LinkedIn gives future employers the chance to get a glimpse of who you are without having to go through your CV. Social media is a primary vehicle of communication today and because most of what we say are public it becomes a reflection of who you are, therefore you need to manage it correctly.

Course Pre-Requisites

To ensure success, students will need to be familiar with using personal computers and should have experience using a keyboard and mouse.

Students should also be comfortable with the basics of social media, even though we'll explain and look at the basics of the most popular platforms.

Cost & Schedule

Duration:

Full Time: Half day from 9:00 until 13:00

Part Time: One evening form 18:00 till 21:00

Date: Please enquire

Venue: AccTech Systems

Cost: R2250.00 Excl. VAT per delegate

Training Group Price:

R10 500.00 Excl. VAT per group

If you book 5 delegates who will be doing the training together you will qualify for a discounted rate. T&C's apply.

Book/Enquire Now

[<Click Here>](#) to book or send an e-mail to training@acctech.biz for more information or group bookings.



What can I expect from this course?

Course Objectives

Upon completion – you will have an understanding about the objectives and workings of different social media channels. We will also look at what your LinkedIn profile looks like and make sure it is up to standard. This is a practical course and we will apply what we learn throughout the session.

Course outline:

- ➔ The role of social media today
- ➔ Overview of different social media platforms (Facebook, Twitter, Instagram, Google+ and LinkedIn)
- ➔ What does it mean to become a social media ambassador for your organisation?
- ➔ LinkedIn – an in-depth look at LinkedIn and the role it plays in building a career
- ➔ Updating your LinkedIn Profile – tips and tricks (Creating your online CV)

Duration

This course is scheduled for half day from 9:00 till 12:00 or one evening from 18:00 till 21:00.

