

## Course details

### Course title

Beginners Social Media Marketing

### Course code

Q00010702

### Course date

Start: 19/09/24

End: 19/12/24

### Number of classes

13 sessions

### Timetable

Thu 19th Sep, 9:30 to 11:30

Thu 26th Sep, 9:30 to 11:30

Thu 3rd Oct, 9:30 to 11:30

Thu 10th Oct, 9:30 to 11:30

Thu 17th Oct, 9:30 to 11:30

Thu 24th Oct, 9:30 to 11:30

Thu 7th Nov, 9:30 to 11:30

Thu 14th Nov, 9:30 to 11:30

Thu 21st Nov, 9:30 to 11:30

Thu 28th Nov, 9:30 to 11:30

Thu 5th Dec, 9:30 to 11:30

Thu 12th Dec, 9:30 to 11:30

Thu 19th Dec, 9:30 to 11:30

### Tutor

Karen Duncan

### Fee range

Free to £88.80

## **How you'll learn**

You'll join a small group of fellow learners for classes online in video meetings and materials will be provided in our virtual learning environment.

Got it!

Online

## **Venue**

Online

## **Level of study**

E

## **Course overview**

Social media is one of the biggest marketing channels today. Whether you're a small business owner, charity worker, community service operator, or local performer, having a presence online can help you get in front of your target audience. Social media courses give you essential digital training to be able to set up and run social media accounts. They also help you learn to market yourself online. This social media marketing course is aimed at beginners, so don't worry if this is new to you! We will cover five main platforms: LinkedIn, Twitter, Instagram, Facebook, and Pinterest. Understand how these channels work and learn to set up your profile. Understand how to define your target audience and create content that they want to see. Learn how to schedule posts and plan a content calendar.

## **Course description**

This beginner's digital skills course is aimed at newcomers to social media marketing. It will teach you the basics to be able to plan and create engaging content for social media.

If you wish to continue learning about digital promotion after this course, you can study further marketing courses.

If you're considering job roles in this area, this taster course can help you see if they're right for you. To get a professional qualification, you can study an accredited course in digital promotion.

The WEA is a supportive learning environment. Your tutor will guide you through your learning and help you choose the right next steps for you.

You'll need access to the internet to take this social media marketing course. Your tutor will upload useful materials to Canvas, the WEA's digital learning platform.

Most of our courses are free for most of our learners. Please note that you need to get to the end of the enrolment process to see the discounts.

## **What financial support is available?**

We don't want anything to stand in your way when it comes to bringing Adult learning within reach so if you need anything to support you to achieve your goals then speak to one of our education experts during your enrolment journey. Most of our courses are government funded but if you don't qualify or need alternative financial help to access them then let us know.

## **What other support is available?**

All of our digital content, teaching and learning activities and assessments are designed to be accessible so if you need any additional support you can discuss this with the education experts during your enrolment journey and we will do all we can to make sure you have optimal access.

**Source URL:** <https://www.wea.org.uk/courses/skills-work/digital/19-september-beginners-social-media-marketing>