



Course details

Course title

Social media and marketing for work

Course code

Q00018626

Course date

Start: 29/01/25

End: 19/03/25

Number of classes

7 sessions

Timetable

Wed 29th Jan, 18:30 to 20:30

Wed 5th Feb, 18:30 to 20:30

Wed 12th Feb, 18:30 to 20:30

Wed 26th Feb, 18:30 to 20:30

Wed 5th Mar, 18:30 to 20:30

Wed 12th Mar, 18:30 to 20:30

Wed 19th Mar, 18:30 to 20:30

Tutor

Chris George

Fee range

Free to £50.00

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

Level 1

Course overview

Learn the essentials of social media and marketing with our Social Media and Marketing for Work course. Understand how to use social media platforms to promote your business effectively. Ideal for individuals looking to enhance their marketing skills for professional purposes.

Course description

Social Media and Marketing for Work is designed to help individuals and businesses harness the power of social media for marketing purposes. This course covers essential strategies for using platforms like Facebook, Twitter, Instagram, and LinkedIn to reach and engage your target audience. Participants will learn how to create compelling content, schedule posts, and analyze social media metrics to improve their marketing efforts. The course includes practical exercises, case studies, and discussions on best practices for social media marketing. By the end of the course, participants will have a solid understanding of how to use social media to promote their business and engage with customers effectively. This course is ideal for entrepreneurs, small business owners, and anyone looking to improve their social media marketing skills.

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/other-sectors/29-january-social-media-and-marketing-work>