



# Lisa Jeskins Training

*Engaging training for information professionals*

## Course outline

*Enhancing customers' experience using social media (Twitter focus)*

### Course aim

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To introduce participants to a range of social media tools and how they can be used to enhance their customers' experience, with particular focus on how to use Twitter and use it for professional and service development.

### Objectives

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At the end of the course participants will have:

1. Discussed how customers (users, clients) want to be treated
2. Examined a number of social media tools
3. Explored ways in which these social media tools can be used to engage with users and meet customer needs
4. Discussed aspects of 'writing' for social media
5. Considered the strengths and weaknesses of social media
6. Created a Twitter account and had experience of using different Twitter functions
7. Examined Twitter tools such as Hootsuite or Tweetdeck

### Content

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- Basic customer service principles
- Introduction to Twitter
  - Creating your account and getting started
  - How to make Twitter work for you
  - Twitter Tools
- Using Twitter for current awareness and professional updating
- Using Twitter for networking and raising own profile
- Using Twitter for marketing services
- Writing for Twitter (style/audience)
- Introduction to blogging
- Introduction to Facebook or social bookmarking (on request)

### Course type

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The session will include a mixture of group discussion work and hands on experience of using the tools.

All courses are tailored to meet your specific requirements. [Please contact me for further details.](#)