



# Lisa Jeskins Training

*Engaging training for information professionals*

## Course outline

*Enhancing customers' experience using social media*

### 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.

### 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. Considered the strengths and weaknesses of social media

### Content

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- Basic customer service principles
- Introduction to Twitter
- 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.

### Feedback

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*"The range of different social media applications covered was great and went beyond just Facebook and Twitter. Was interesting to see how they could be utilized by different institutions."*

*"The training session was excellent. I not only enjoyed it but came out with more knowledge and ideas than I was probably expecting. By far one of the most useful training sessions I have had on social media and new technologies."*

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