



# Lisa Jeskins Training

*Engaging training for information professionals*

## Course outline

### *Introduction to social media*

#### Course aim

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To introduce participants to a range of social media tools.

#### Objectives

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At the end of the course participants will have:

1. Discovered different ways in which information professionals can use social media for professional and service development
2. Examined a number of social media tools
3. Discussed aspects of 'writing' for social media
4. Considered the strengths and weaknesses of social media

#### Content

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- Current awareness and professional updating
- Networking and raising own profile
- Marketing services
- Writing for social media (style/audience)
- Introduction to Twitter
- Introduction to blogging
- Introduction to Facebook or social bookmarking

#### 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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*"BRILLIANT! I knew a little, now I know a whole lot more! Thoroughly enjoyed the course. Will recommend to doubting colleagues."*

*"Confidence building in using social media tools. You could ask any question without feeling like it was a silly question to ask. The realisation that if we choose not to communicate with our users via social media we are effectively closing the door on those who choose social media as a channel and we can't afford to do this."*

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