

Training

BEYOND THROWING SHEEP

FACEBOOK FOR BUSINESS WORKSHOP

Date: Tuesday 09 Nov 2010

Location: Belfast Business Centre

We are committed to making professional and personal development a practical reality for you. We believe that our products and services will produce clients who are fully equipped and set to succeed. Our goal is to prepare you to the extent that you have already won.



Sensei Learning and Performance

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WORKSHOP DESCRIPTION...

Beyond Throwing Sheep: Facebook for Business Workshop

SESSION DESCRIPTION

What is the session about?

This information session will introduce you to the concept of social media - in particular Facebook - and how it can be used to promote (yourself and) your organisation. There will be a swift, jargon-free run-through of what is available (most of it free). The session will emphasize the practicalities of getting involved with social media, including ongoing time commitment.

Following a short introduction, and a session on developing a Facebook strategy, the remainder of the day will focus entirely on how to use Facebook for business.

NOTE: All attendees should bring their own Wifi enabled laptop. If you are unsure whether your laptop can connect to Wifi, please contact us before booking.

What are the session objectives?

The objectives of the session are as follows:

- To introduce you to the new tools and terminology surrounding online marketing
- To suggest ways in which you might use the tools to promote your organisation (focusing on Facebook)
- To warn you about pitfalls and expenses you might incur along the way

Who is the session for?

It is most suitable for those who have no clear strategy for using Facebook for Business, and only a basic working knowledge of the world wide web is assumed. Those who already use some forms of social media (perhaps on a personal basis) will gain an additional insight into how this could be translated to business purposes. And, they will find their knowledge and awareness of the new tools available is increased.

PRESENTER

Dawn Baird MSc(Ed)

Dawn Baird is a partner in Sensei Learning and Performance. She specialises in Training for Trainers; IT Training; Social Media; Customer Service; and Personal and Professional Development (particularly Assertiveness). She also consults on the use of social media in your small business. Dawn teaches in the School of Education, Queens University Belfast and runs regular workshops on social media. She is a prolific blogger and can be found tweeting from dawn `til dusk!



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INFORMATION

When 09 Nov 2010, 09:00-16:30
Where [Belfast Business Centre](#), Cathedral House, 23-31 Waring St, Belfast, BT1 2DX
Cost £150 pp for full day workshop

CONTENT

- Social Media** Basic introductory session: social media, what it is, what businesses in NI are using it successfully, and how you might begin to use it to raise profile and engage the public, sponsors, companies and others. How to decide which tools are suited to the audience you're trying to attract.
- Strategy** How to develop goals and a strategy from your value proposition. This exercise will be based on the market segment(s) you are targeting, the benefits you can offer, the problems you can solve for that segment, including your USP and a consideration of the costs involved.
- Facebook Profiles** How to establish a professional Facebook profile for key individuals in your organisation.
- Facebook Pages** How to set up a Facebook Page for your organisation. The difference between Profiles and Pages, and when to use which.
- Navigation and Newsfeeds** How to navigate your Profile and Page, including how to keep to to date with your connections. How to hide "noisy" people.
- The Wall** Using the Wall cleverly to engage online contacts. Promoting your blog, events and news articles.
- Engaging** How to engage professionally with contacts via messages, comments and tags.
- Applications and Tabs** Expanding the possibilities with applications and tabs. Sharing events and many other tools.
- Photos and Videos** How to add media to your Facebook Profile and Page.
- Settings and Privacy** How to manage your Facebook Settings once and for all!
- Efficiency** How to make every status update count. How to integrate Facebook, Twitter, LinkedIn and other social media profiles.

NOTES

As with all our technical presentations and workshops, the presentation comes with a period of three month's complimentary technical support.



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