



Facebook & Instagram in Business

Trainer: Joanna Michaels – Beyond Social Buzz

Do you find it hard to get Facebook or Instagram to work in business? Would you like to learn the secrets of engaging and shareable content to reach more customers?

Join this interactive training session, full of tips, tools and ideas needed to make those two social media platforms work for you.

Facebook and Instagram are powerful marketing channels for business. They help to connect and interact with your audience in order to maintain existing relationships and develop new ones.

Join a social media expert Joanna Michaels for an interactive training session that will provide you with inspiration, ideas and tools for your Facebook and Instagram activity.

Who's it for?

This workshop is aimed at anyone who would like to use Facebook or Instagram successfully in business.

Course content

- How the Algorithm Works
- Facebook and Instagram for Business
- How to develop engaging content
- Facebook Groups
- Instagram Stories
- Measuring your success: Analytics

Outcomes

You will come out of this session with a clear understanding of:

- How the algorithm works and how does it impact your activity on those platforms
- Platform audiences and why should you consider using these channels for your business
- The importance of engaging content and how to use it for your brand
- Tools for finding, creating an scheduling content