

Social Media BootCamp

For Entrepreneurs & Managers

AGENDA

Facebook

- The difference between profiles, pages and groups;
- Best practices for setting up, maintaining and monitoring your page;
- Edgerank (how Facebook determines what you see in your newsfeed);
- What to look for in your page's insights (analytics);
- Different types of updates and who sees which;
- How to use events;
- Scheduling updates;
- Paying Facebook to promote your content.

Twitter

- Best practices for branding your account (including your name);
- Different types of posts and who sees which;
- Definitions of terminology like "hashtag";
- How to follow & unfollow people;
- Where to find people to follow and growing your following;
- How to filter your newsfeed to make it manageable;
- Twitter etiquette and best practices.

LinkedIn

- The difference between profiles, groups and company pages;
- Finding people to connect with;
- How to optimize your profile to be found;
- How to mine LinkedIn for lead generation;
- How to participate in groups to build your reputation;
- Giving, receiving and requesting endorsements and recommendations;
- Best practices for sharing content and being a good LinkedIn connection.



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