



**GREEN**  
INSTITUTE

PROFESSIONAL EDUCATION & DEVELOPMENT

# Social Media for Professionals

## ONLINE COURSE

Friday 7th May 2021



### ABOUT

In this 3-hour course you will learn how to use LinkedIn and Twitter channels to help build brand awareness and promote your business.

Effective use of these channels can drive activity to your website and generate new leads.



### WHO SHOULD ATTEND?

The course is suitable for anyone who wants to learn about how to use LinkedIn and Twitter.



### COURSE DELIVERY

The course will be delivered on Zoom with discussion, case studies, practical sessions and presentations. The course consists of one session, 3 hours long.



### CERTIFICATION

Participants who successfully complete the course will be awarded a Green Institute Certificate of Completion.



### WHY TRAIN WITH US?

- Our trainer is an experienced digital marketing consultant that works with businesses just like yours to help raise their online profile to generate leads and increase sales for them.
- Our course is delivered virtually with a live tutor so you can interact, ask questions and get the most out of the training.
- Our small class will let you interact with other participants and network while you learn.
- The course is limited to 12 people.



### COST

The fee for the course is €25 plus vat.



### BOOKING

To book a place on the course, register here: <https://buytickets.at/greeninstitute/489442>



### CANCELLATION POLICY

Places cancelled within 7 working days of commencement of the course must be paid in full. Substitutions may be made at any time at no additional charge. In the unfortunate event that you need to cancel your training (and give the relevant notice), we will provide you with a full refund.



### DATES

The course will be held on 7th May 2021 from 9am to 12 noon.



### QUERIES

If you have any queries about the course, contact the course director, Percy Foster:

**T:** 0868129260;

**E:** [percy@greeninstitute.ie](mailto:percy@greeninstitute.ie)

Green Institute, Copper Beech House,  
66 Delmere, Enfield, Co. Meath, Ireland

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## COURSE CONTENT



### LinkedIn

The world's biggest social media network for business people allows you to connect with potential customers and partners worldwide.

We look at optimising your personal profile and creating a company page. You will also learn how to network effectively on LinkedIn and use best practice to promote your brand.



### Twitter

Learn out how to connect with others and share your thoughts on your industry on this popular social media platform.

You will learn about hashtags, creating the right messaging and interacting with best practice. Also, find out some clever ideas when it comes to creating content that will resonate with your audience.



## ABOUT GREEN INSTITUTE

The Green Institute specialises in education for professionals in the green arena.

Its founder, Percy Foster, has been involved in professional education and development in the green arena for over 20 years in Ireland and abroad. He has organised events ranging from an accredited composting course with a third-level college to international conferences and industry training courses, which amount to over 5000 training days.

Our network of associate trainers are committed to providing the highest quality learning experience for all of our learners through blended learning in the classroom, online and in house.

We provide CPD points for all of our learners.

This course is in partnership with Applejack Marketing Ltd



## ABOUT THE TRAINER

Joanne O'Brien is an experienced trainer and has worked in Marketing for over 20 years. Her agency Applejack Marketing engages with Irish businesses to help them with their online presence. From building websites, to search engine optimisation, digital marketing and social media strategies, Joanne is an all-round expert in this area. As a trainer she takes the mystery out of social media and explains how to use these resources in a practical way to help you get sales.

## TESTIMONIALS

*Her presentation was interesting, obviously very well planned, her time was very well managed, and we all came away with a practical plan to implement our own digital marketing strategies. Joanne is so down to earth, and approachable - would highly recommend her.*

Denise, Kilkenny

*I found the delivery of the course content to be extremely user friendly. This was enhanced by Joanne's clear presentation skills and ability to explain the various platforms using relevant, amusing anecdotes throughout. Thank you, Joanne, for doing a superb job of making Digital Marketing so clear and interesting.*

Lucia, Meath

*Joanne is an excellent tutor, who surpasses herself by going above and beyond to deliver her marketing message. Whether you're a novice, an expert, or somewhere in between, this social media dynamo from Applejack Marketing will expand both your knowledge and presence online.*

Eoghan, Westmeath



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