



SOCIAL MEDIA TOOLKIT FOR BUSINESS

Learn how to identify which social media platform best suits you and what to post. This interactive course will help you target your key audience, grow your networks and teach you how to avoid any pitfalls, always in keeping with Thomson Reuters social media guidelines.

IDEAL FOR THOSE SEEKING TO:

- ◆ Understand when and why we use Twitter, Facebook, LinkedIn and other social media platforms
- ◆ Identify the right social media for their business
- ◆ Target key audiences
- ◆ Engage in multi-media story telling with their customers
- ◆ Manage and avoid reputation and compliance risks

You will be provided with a toolkit including Do's and Don'ts and case studies demonstrating how firms have successfully used social media to grow their business.

All our courses are taught by experienced professionals and subject matter experts. We favour an interactive approach where participants work on relevant case studies and get instant feedback from their peers and instructors.

WHO SHOULD ATTEND?

Anyone willing to get up to speed with the current trends of social media.

* Participants are required to bring their own documents to edit during this session.

For more details - www.trust.org/training
or email training.foundation@thomsonreuters.com



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SOCIAL MEDIA TOOLKIT FOR BUSINESS

MORNING

Social media: Why it's important?

Twitter, Facebook, LinkedIn, Google+: choose the right platform

Get started & get up to speed

Case Studies and Exercises

AFTERNOON

Content is king: how to build content and reach your audience

Apply what you have learnt – case studies and exercises

The risks of social media – staying safe and compliant

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