

**Our unique Social Media Training Programme for Business**  
Professional, Personal and Practical Case Studies on Social Media

**Duration:** 1 day workshop plus 4 master class briefing sessions over a 3 month period

**Course Fees:** £750 all inclusive per delegate



*We limit the number of places to keep it focused and personal, to book your place please email Pete Doyle on [pete@socialnetit.com](mailto:pete@socialnetit.com) or call our office on 0118 935 7212.*

We are pleased to introduce our very own social media training programme based on 3 years experience of using social media to build and grow our own online communities and businesses.

### The Programme Summary

The programme will cover both business to business and business to consumer techniques of using social networking sites and social media tools. You will be shown how to use the social media tools available and gain a greater practical understanding of how they can be used to grow your business.

- ✓ case studies on using social media for business
- ✓ 'how to' master class sessions on linkedin, twitter, blogging & facebook
- ✓ write your own social media strategy and plan
- ✓ plan your time to use social media tools
- ✓ increase your skills and confidence
- ✓ new ideas to grow your business
- ✓ support and coaching via our online learning community
- ✓ week by week blend of training and activity
- ✓ unique personal approach to training
- ✓ experienced industry professional trainers

### Who is the programme for?

It is suitable for people who are completely new to social media and would like to understand how social media can be used in their business. We help you use the tools on a practical level within your business and gain greater confidence in using them yourself, adopting best practice approaches.

### A practical way to learn...

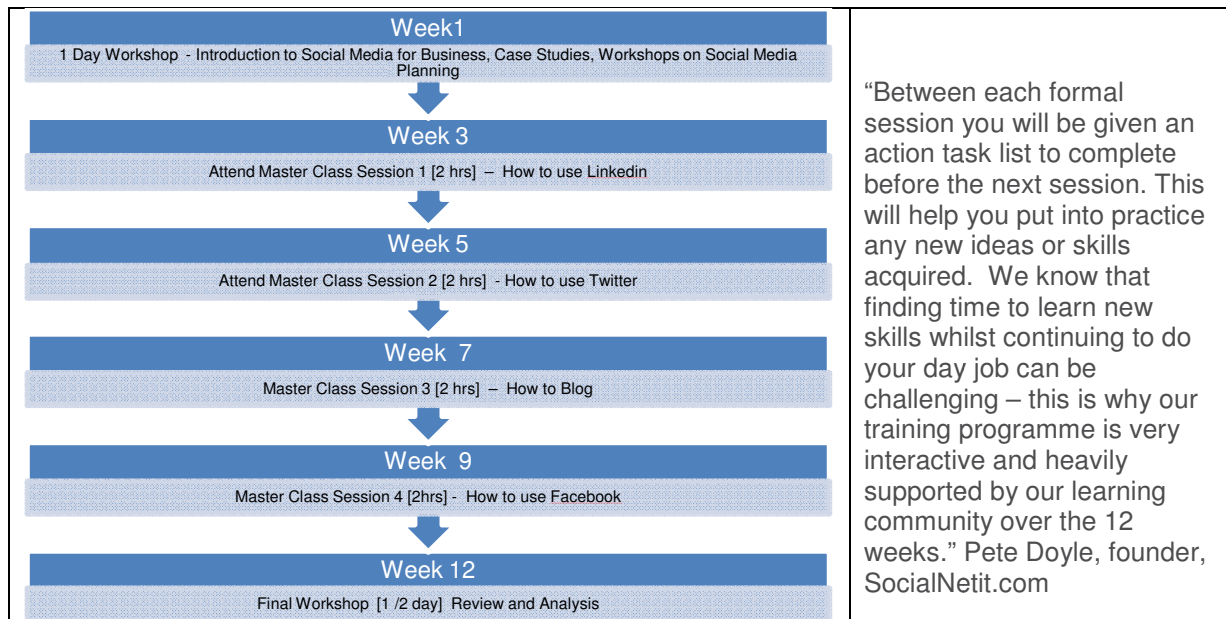
We believe that the best way to start to understand social media to grow your business, is to use it. This is why from week 1 we get you working on your own social media plan and putting it into practice straight away. Traditional 1 or 2 day training workshops will help your understanding in the short term but often it is difficult to find the time to put it all into practice when you get back to work. We want you to feel comfortable with using social media tools in your everyday business and we help you achieve this on the programme.

### You are amongst friends...

You are not alone too as we also provide an online learning community so you can keep in constant contact with us and your peers throughout the programme.

### The Programme Format

The programme has been designed to give you the maximum benefit to learn, with a blend of formal sessions and time to yourself to work through activity back at your workplace. Throughout the 12 weeks there are 6 formal sessions for you to attend. Each session is designed to give you time to catch up with your social media trainer and discuss any personal questions you may have. You will also be given unlimited access to our own online learning community.



### Experienced ‘hands on’ training..

We carefully select our social media trainers and master class technicians. They would have demonstrated to us a high level of practical ‘know how’ in using social media to grow their own businesses. It is important that ‘we practice what we tweet’. Quality training should always give you a high return on your investment and true to our own customer service ethics we believe that is it only through customer satisfaction that we will continue to offer the very best value for money and expertise.

### How do I book my place?

Call us at the office on 0118 935 7212 or contact Pete directly 07830 353136 or [pete@socialnetit.com](mailto:pete@socialnetit.com)

### About Us

SocialNetit.com Ltd was founded by Pete Doyle in July 2008 as a social media training and consultancy. Pete is an experienced commercial retail, ecommerce marketing and technology person. He has launched online businesses for many national and international companies and also raised venture capital for a start up business. His retail blog is now ranked no 1 on google out of 350million pages and has used twitter to grow his own businesses. Pete runs workshops and training programmes for the MBA Executives at The Henley Business School and is the social media portfolio director for the Government backed Thames Valley Innovation and Growth Team. He has a global market reach of 5million through his @socialretail twitter account. Pete also used twitter and social media to grow his rock academy teaching music in his home town of Reading, @therockacademy now has a global market reach of over 4million.