

**Socially
Unforgettable**



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Programme

Join CPT Bookings for a Full Day Social Media Workshop

- Optimize your current social media platforms
- Set up new accounts
- Learn how to listen to what people are saying about
 - You
 - Your industry
 - Your Product
 - Your Area

Respond to posts and use it for lead generation

Scheduling of posts

Tips, Tricks and Tools

R1500 per day



Programme

- A. Understand Social Media Ecosystem**
- B. Understand Social Media Platforms**
- C. Why Facebook?**
- D. Creating effective tweets**
- E. Prospecting for content and leads**
 - 1. Tweetdeck , Google Alert and Talkwalker**
- F. Scheduling of posts**
 - 1. Hootsuite**



Do you have?

Social Media Strategy?

Brand Community?

Dedicated Employee?

Daily Interaction?

Updated content?

Visual Branding?

Correct Platforms?

Effective use?



I've learned that people
will forget what you
said,
people will forget what you
did,
but people will never forget
how you made them
feel.

~maya angelou



Thank You!