

# The Essential Guide to Social Media for Tourism - Information Sheet

*Course Aim: A half day workshop aimed at improving your knowledge of the power of social media*

Duration                      ½ Day  
Timings                        Start 11am – until approx 3pm

## **Do I need previous knowledge and skills?**

No – although having your own website would be beneficial (even if it is created and maintained by some one other than yourself)

## **Who is the course intended for?**

Any individual responsible for promoting the business they own or work in, whether it is a visitor attraction, accommodation or leisure service provider.

## **What will I gain from the course?**

Greater knowledge on how Social Media is a formidable marketing tool and a great way of connecting with your customers.

Awareness of how powerful social media can be.

## **What does the course cover?**

- Introduction to Social Media
- Social Media close up and personal – in depth look at blogs, forums, podcasts, social networks (facebook?link In) inc Tripadvisor
- Social Media in practice – What can you do? What skills do you need?
- How to integrate Social Media into your marketing strategy
- Social Media rules of engagement – avoid classic social media blunders and deal with negative comments on your brand
- How to ensure you don't compromise accessibility and usability
- Searchable Social Media

**Course Method**                      Discussion groups  
PowerPoint presentation

**Assessment**                        None

**Next steps**                         Leading on to Smarter Marketing 2, and Learning Bursts

If you require any further information, please contact:

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