**Social Media Training for Tourism and Hospitality Businesses Course Overviews**

**Week 1: Introduction to Facebook for Tourism and Hospitality Businesses**

**Who is it for:**   
This workshop is ideal for tourism and hospitality businesses located within the Armagh City, Banbridge and Craigavon Borough Council areas. This workshop is ideal for those who have not yet used Facebook and wish to establish a presence on this platform. You will need a laptop for this workshop as we will be working on practical activities and examples.

**Why the participant should attend:**In this workshop you will set up and optimise your Facebook business page, giving you a social media presence for your business. You will download tools and apps which will help you to create, schedule and manage posts on Facebook. You will gain a better understanding of the Facebook Business Manager platform and understand the insights you can gain about your Facebook business page. Even if you have never used Facebook this workshop will give you the information and knowledge you need to get started.

**This workshop will include:**

* Step by step instructions for setting up a Facebook Business page,
* Facebook Business page optimisation activities; cover video, profile image, about info and posts
* Download of Facebook Business Suite App and explanation of how it works,
* Explanation of Facebook Business Manager with step-by-step guide on how to set this up
* Demo of creating posts and stories on your Facebook Business Page,
* Demo of Facebook Business Page Insights and Creator Studio
* Facebook content planning calendars

**Week 2: Intermediate Facebook for Tourism and Hospitality Businesses**

**Who is it for:**This workshop is ideal for tourism businesses located within the Armagh City, Banbridge and Craigavon Borough Council areas. This workshop is ideal for those who are already using Facebook and wish to boost performance on this platform even more through advanced features and paid ads. This course is pitched at Intermediate level, and it will be expected that you will have a working knowledge of Facebook and you should have taken part in Course 1 to bring you up to speed.

**Why the participant should attend:**Facebook is the world’s largest social media platform with well over 2BN users, so it is important that you are confident using this channel to promote your business. In this week’s course we will go deeper into Business Manager and Emma will show you how to set up a Business Ad Account. You will learn how to run ads and reach new customers.

**This workshop will include:**

* In depth tour of Facebook Business Manager; focusing on Facebook Pixel, Creating Audiences and Facebook Ads Manager
* Step by step guide on how to create Facebook Ads using Facebook Ads Manager
* Tips to grow your Facebook Page followers and generate more engagement on your posts
* How to schedule posts and generate content that gets engagement
* How to set up message auto responders on your account

**Week 3: Getting Started with Twitter for Tourism and Hospitality Businesses**

**Who is it for:**   
This workshop is ideal for tourism businesses located within the Armagh City, Banbridge and Craigavon Borough Council areas. This workshop is ideal for those who want to understand how they can use Twitter to promote their business. This workshop will take attendees from introduction through to intermediate, so no previous knowledge of Twitter is necessary.

**Why the participant should attend:**Twitter is a social media platform that has witnessed a new lease of life throughout the Coronavirus pandemic and many people are now re-united with this platform. Although a lot smaller than the social media giant Facebook – Twitter has just over 300 million users – it is a relatively easy platform to use and post from. This workshop will show you how to get started and use Twitter for your business.

**This workshop will include:**

* Setting up a Twitter account for your business
* Explain common terms such as twitter handle, bio, profile, tweets, re-tweets, likes and DMs
* Show you how to compose and post a Tweet
* Show you how to respond to a Tweet
* Show you how to use hashtags in tweets
* Show you how to follow other Twitter users
* Show you how to use Direct Messages (DMs)

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**Week 4: Using Canva for Tourism and Hospitality Businesses**

**Who is it for:**   
This workshop is ideal for tourism and hospitality businesses located within the Armagh City, Banbridge and Craigavon Borough Council area. This workshop is suitable for those who are already using a number of digital marketing channels and wish to develop their design skills without the need for a graphic designer. This workshop will be useful for anyone who is creating frequent social media content.

**Why the participant should attend:**Canva is one of the world’s most popular design tools due to the low cost and easy to use nature of the platform. In just a few minutes you can design social media videos, generate attention grabbing email headers and even put together your latest event flyer with ease. There are many pre-developed templates to choose from and personalise, through the platform’s drag and drop functionality. Once you know how to edit designs you can create just about anything! Learn about the best image and video resources to include in your Canva designs.

**This workshop will include:**

* An overview of the Canva platform and how it works
* A step-by-step guide to creating your Canva account
* A demo on how to create a Canva design
* A walk through of the templates available for use
* Live demo of creating and editing a design
* Exporting and saving designs
* Sharing designs with team members and colleagues
* Image and video hubs which can be used to source materials for designs

**Week 5: Introduction to Instagram for Tourism and Hospitality Businesses**

**Who is it for:**   
This workshop is ideal for tourism and hospitality businesses located within the Armagh City, Banbridge and Craigavon Borough Council areas. This workshop is ideal for those who want to start using Instagram to promote their business. You do not need to have a working knowledge of Instagram to join the workshop, we will take you from beginner level through some of the more popular features. You should have the Instagram app downloaded on your phone ahead of this session.

**Why the participant should attend:**Instagram has grown exponentially to over 1BN users with people flocking to the platform daily. A lot of this growth has been driven by Instagram stories and the new shopping feature within the app. Businesses need to recognise these opportunities and capitalise on this growth. In this course we will explain how you can get started with Instagram and explore the main features of the platform.

**This workshop will include:**

* Setting up an Instagram account,
* Exploring the main features and tools on the platform; Instagram stories and feed posts, story highlights, DMs, Reels and IGTV
* Demonstrating how you can create content for your business on Instagram,
* Creating feed posts and stories from your own account,
* Creating stories from your own account,
* Learning how hashtags work,

**Week 6: Intermediate Instagram for Tourism and Hospitality**

**Who is it for:**   
This workshop is ideal for tourism and hospitality businesses located within the Armagh City, Banbridge and Craigavon Borough Council areas. This workshop is ideal for those who are using Instagram but need some help to accelerate their presence on the channel. Participants should have an Instagram account for their business and ideally completed Course 5 in this series.

**Why the participant should attend:**   
Millions of us flock to Instagram multiple times daily for entertainment, education and relaxation so businesses can capitalise on this opportunity by developing attractive Instagram content that helps to achieve business objectives. This Intermediate Instagram workshop will walk participants through some of the more advanced features such as Reels, IGTV, post scheduling and Insights.

**This workshop will include:**

* Creating and scheduling Instagram feed posts and stories
* How to do an Instagram Reel
* What is IGTV and how can businesses use it
* Instagram Guides
* Understanding Instagram Insights and what measurements are the most meaningful for your business
* How to advertise on Instagram