



## SOCIAL MEDIA AND E-COMMERCE




### OVERVIEW

This is a learning and practical workshop from which each participant will learn the dynamics of social media and will leave with a plan to put the tools in place afterwards. Participants should have basic IT skills and familiarity with the Internet.

**Duration: 1 day**



### SUMMARY CONTENT

- Explore the background to social media tools
  - Outline the key differences between each tool, and between them and traditional websites
  - Bring each participant through setting up:
    - LinkedIn Profile
    - Twitter Account
    - Facebook Page
    - Wordpress blog
  - Show participants how to import their blog (if they have one) into Facebook
  - Explain the norms of behaviour in this space and how best to utilise them
  - Discussion on Social Media and Your Business
  - Examination and critique of existing social media marketing imitative
  - Snapshot of eCommerce in Ireland
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