

MEDICINE HAT
COLLEGE



CONTINUING STUDIES

SOCIAL MEDIA FOR BUSINESS



BUSINESS

COMMUNITY

INDUSTRY

SOCIAL MEDIA FOR BUSINESS

Explore the world of social media in business! Learn valuable tips and techniques on navigating multiple social platforms and develop skills to drive business results. Find out about social media fundamentals, strategies, branding and analytics. These courses will give you the knowledge to implement a successful social media presence for your business or organization.

SAVINGS! TAKE ALL 4 COURSES FOR \$355+GST (CT 0183)

SOCIAL MEDIA FOUNDATIONS AND STRATEGIES

This course will teach you to leverage multiple social networks and their users. Discover which networks are available, their primary demographics and choose the right platforms for your business. Know where to devote your time, energy and resources. You will be familiar with the most popular social networks and be able to focus on what elements of your business to consider when building your social media strategy.

Course ID: CT 0184

A: Fri, Oct 13, 9:00 AM - 12:00 PM, \$99+GST

SOCIAL MEDIA BRANDING AND COMMUNICATIONS

The visual world of social media is an important one to stand out in. Learn how to build your online brand and communicate to your target audience. Build your brand using design thinking and principles to create a visually cohesive extension of your business online. Discover how to build an online community around your business and interact with your followers and clients. This course will provide a look into graphic design for social media and community building and interaction.

Course ID: CT 0185

A: Fri, Oct 20, 9:00 AM - 12:00 PM, \$99+GST

To register: 403.529.3844

SOCIAL MEDIA ANALYTICS AND OPTIMIZATION - NEW

Learn how to read and use social media data to determine what networks, resources and content are working the best for your business. Develop skills to optimize your content and posts and maximize the unique features of each social network. This course will give you the skills to produce a strong, unified online presence for your business or organization.

Course ID: CT 0186

A: Fri, Oct 27, 9:00 AM - 12:00 PM, \$99+GST

SOCIAL MEDIA PLANNING

This is a hands on workshop to use the skills and insights developed in the other Social Media for Business courses to create a custom social media marketing plan for use in your own business or organization. Instructor will provide assistance, feedback and advice. Pre-requisite: Social Media Foundations and Strategies.

Course ID: CT 0187

A: Fri, Nov 3, 9:00 AM - 12:00 PM, \$99+GST

CORPORATE TRAINING

ARE YOUR EMPLOYEES IN NEED OF TRAINING TO GIVE YOU THAT EDGE IN TODAY'S COMPETITIVE MARKETPLACE?

We can partner with your organization to develop a curriculum and training session unique to your goals. We provide custom training solutions to meet your needs directly, affordably and effectively.

Government funding may be available.

Medicine Hat College offers training in many different areas:



BUSINESS
SKILLS



COMPUTER
SKILLS



ENGLISH AS A
SECOND LANGUAGE



INDUSTRY & TRADES
SPECIFIC TRAINING



WORKPLACE HEALTH
AND SAFETY



LEADERSHIP
DEVELOPMENT



TEAM
BUILDING

If these dates don't work for you, customized training is available. We can work with your organization to provide this training at a time and location that is convenient for your group. For more information, contact Nadine Lepage at 403.504.2248 or nlepage@mhc.ab.ca.

CONTACT

For more information, please contact Shannan:
403.529.3849 shurlbut@mhc.ab.ca

To register:
403.529.3844

www.mhc.ab.ca/continuing-studies