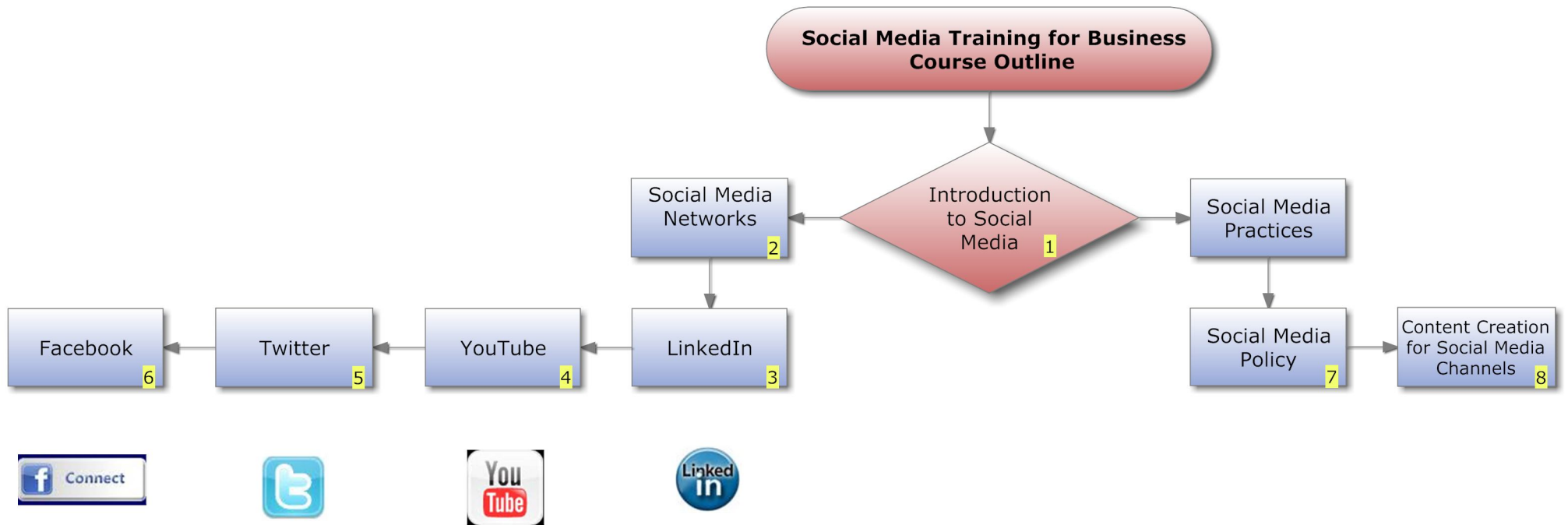




AR COMMUNICATIONS INC.

Social Media Training for Businesses & Employees Course Outline



- 1 What is social media?
How fast is it growing?
How is it impacting businesses?

- 2 What is a social media network?
Which are the dominant ones?
How do you use them for
business?

- 3 Setting up a company page
Most effective uses
Generating leads
Consistent employee profiles
Examples

- 4 Setting up a YouTube account or
channel
Uploading videos
Best uses
Examples

- 5 Setting up a Twitter account
Branding your account
What are followers?
Tweet structure
Most effective uses
Twitter plugins
Examples

- 6 Setting up your corporate

Facebook page

"Friending" on Facebook

What is "Like It" all about?

Best uses

Examples

7 What is a social media policy?

How do you create one?

Precedents

8 How often to update?

Evergreen content

Repurposing existing content