



USING THE INTERNET & SOCIAL MEDIA FOR BUSINESS

DESCRIPTION

IN THIS WORKSHOP, YOU WILL LEARN TO MAKE USE OF THE INTERNET FOR YOUR BUSINESS. MANY OF US ARE FAMILIAR WITH COMPUTERS FOR PERSONAL USES BUT AREN'T QUITE SURE HOW TO USE OUR COMPUTER TO HELP US ORGANIZE AND DEVELOP OUR BUSINESS. LEARN ABOUT LOW COST OR FREE, USEFUL WEBSITES TO HELP YOU MARKET AND DEVELOP YOUR BUSINESS. USE THE BUSINESS TOOLS THAT ARE AVAILABLE ON THE WEB, THE INTERNET'S BEST KEPT SECRETS AWAIT HERE.

OBJECTIVES

BY THE END OF THIS WORKSHOP YOU WILL BE ABLE TO:

- KNOW TYPES OF RESOURCES
- UTILIZE WEBSITES AND ORGANIZE THEM
- USE GOOGLE CALENDAR
- BE INFORMED ABOUT PAYPAL
- PRINTING & MARKETING WEBSITES
- USE EMAIL FOR BUSINESS
- USE SOCIAL MEDIA SITES:
 - FACEBOOK
 - LINKEDIN
 - TWITTER

TARGET AUDIENCE

THIS HANDS-ON WORKSHOP IS INTENDED FOR PERSONS OR SMALL BUSINESS PROFESSIONALS WHO WISH TO FIND AND USE THE ONLINE TOOLS PROVIDED BY VARIOUS WEBSITES TO HELP MARKET AND DEVELOP THEIR BUSINESS. STUDENTS SHOULD HAVE BASIC COMPUTER SKILLS AND BE ABLE TO NAVIGATE THE INTERNET. STUDENTS ALSO NEED TO HAVE ACCESS TO THEIR EMAIL ADDRESS ON THE WEB.

CONTENT

- ✿ RESOURCES ON THE INTERNET
 - USING RESOURCES EFFICIENTLY
- ✿ GOOGLE CALENDAR
 - SIGN IN
- ✿ BENEFITS OF PAYPAL
- ✿ WEB COMPANIES
 - MARKETING NEEDS
 - WEB DESIGN
 - LOGOS
 - BUSINESS CARDS
- ✿ EMAIL PROGRAMS
 - MANAGE YOUR EMAIL
 - MANAGE YOUR CALENDAR
 - TASKS AND APPOINTMENTS
- ✿ USING SOCIAL MEDIA
 - WHY SOCIAL NETWORKING?
- ✿ FACEBOOK
 - PAGES
 - ADS
- ✿ LINKEDIN
 - CREATE YOUR PROFILE
 - BENEFITS & OPPORTUNITIES
 - CONNECTIONS & GROUPS
- ✿ TWITTER
 - TERMINOLOGY
 - CREATE YOUR PROFILE
 - SEARCHING TWITTER
 - HOW TO TWEET
- ✿ KEYS TO SOCIAL MEDIA