

LKE SOCIAL MEDIA TRAINING 2020

LKE SOCIAL MEDIA TRAINING COURSES

- **Facebook Business pages**

 - Setting up a FB Business page

 - Content Creation and scheduling via FB Creator Studio

 - Facebook Stories

- **Google Drive**

 - Creating a social media content calendar

 - Creating google forms for use as questionnaires and quizzes

- **Instagram Business Pages**

 - Setting up an IG Business or Personal Page

 - Instagram Stories

 - Content Creation, how often to post and when

 - Growing your following organically

- **Hootsuite Scheduling**

 - The basics

 - Intermediate

 - Advanced

- **Twitter**

 - Creating a Business Twitter page

 - Grow your following

- **YouTube Business Page**

Creating a YouTube Business page

- **CANVA: Creating Graphics**

Creating a brand kit

The basics

- **iMovie: Creating Videos**

The basics

Intermediate

Advanced

- **ZOOM**

Set up and basic use

advanced settings such as scheduling

Zoom to FB Live