**Intermediate Course - Monitoring and measuring your social media strategy**

Who is this course for?

This course is designed to help new business entrepreneurs to develop, monitor and measure a social media strategy in order to build a strong brand reputation online. This course is designed to follow up from the beginning course or for those who have a strong social media presence already and wish to develop an innovative social media marketing plan.

What will you learn?

You will learn how to design a social media strategy for your business, monitoring systems, and measuring results.

What are the requirements?

This course in mainly designed for small businesses, freelance work, etc.

The course will be delivered in a computer lab but if you prefer to bring your own laptop you can

When is the course?

They will run on Saturdays (TBC) from 10am to 1.30pm

What is the cost?

To sign up for one course is €60 euros, two courses €99 euros, and three courses €150

Please note this is a fundraising event for Concern so all monies will be donated directly to the charity.

Register your interest by email ([eva.perez@iadt.ie](mailto:eva.perez@iadt.ie) ) in the course/s ASAP as only 15 places per course are available

Dates and location to follow