



# Social media for beginners

An introduction to Twitter,  
Facebook and LinkedIn

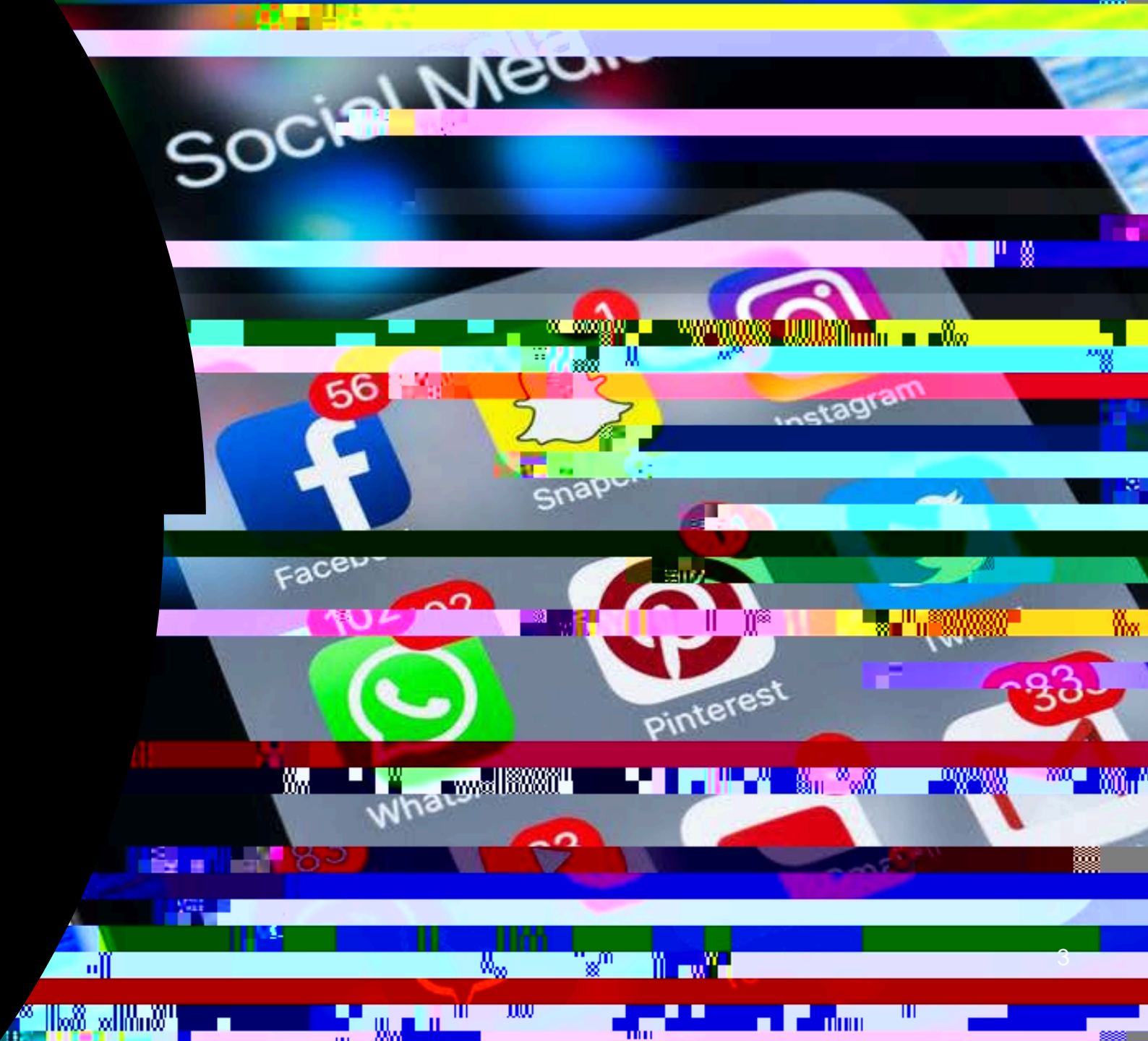
# We will cover

Introduction to:

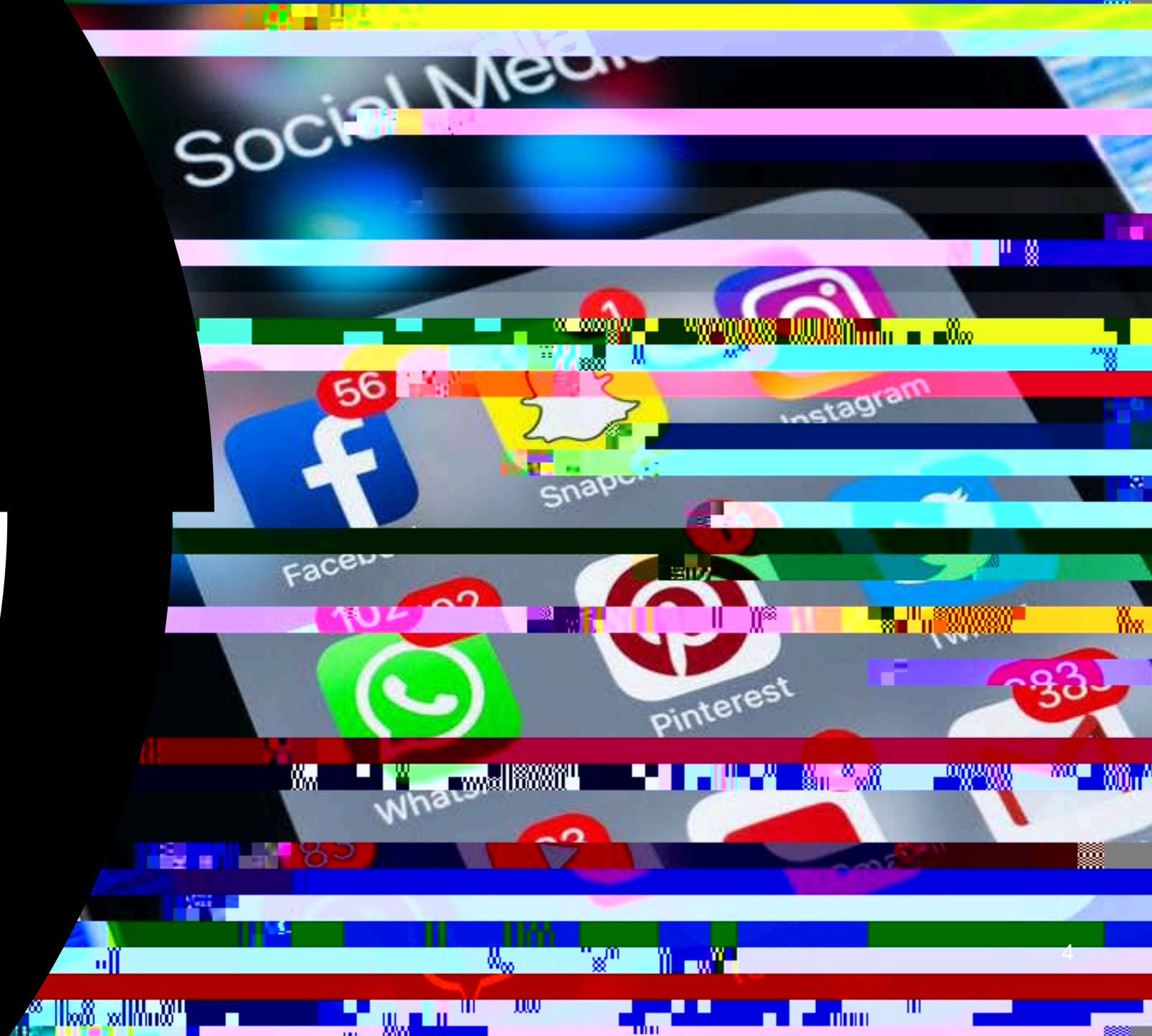
- Social media
- Twitter
- Facebook
- LinkedIn
- How to build your tweet
- How to build your Facebook post
- How to build your LinkedIn post

# What is social media?

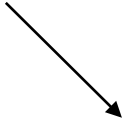
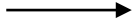
Websites or applications that enable users to create and share content or to participate in social networking to interact with other users, or to find people with similar interests to one's own.



What is social media?







# Twitter explained



# Your Facebook profile

How it looks

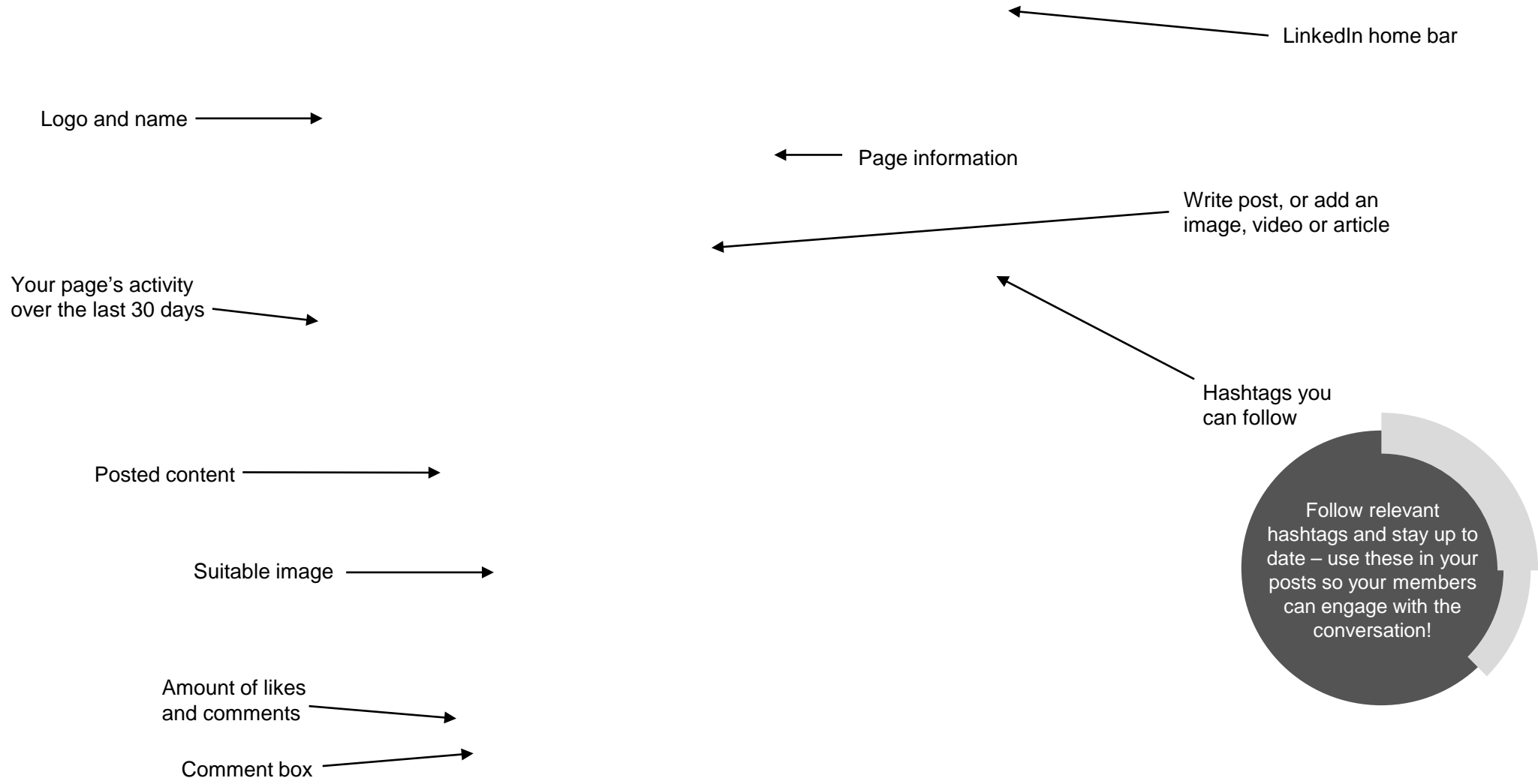


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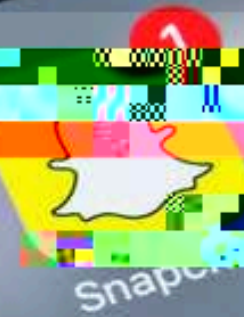
# Your LinkedIn profile

How it looks



Writing your posts

Social Media



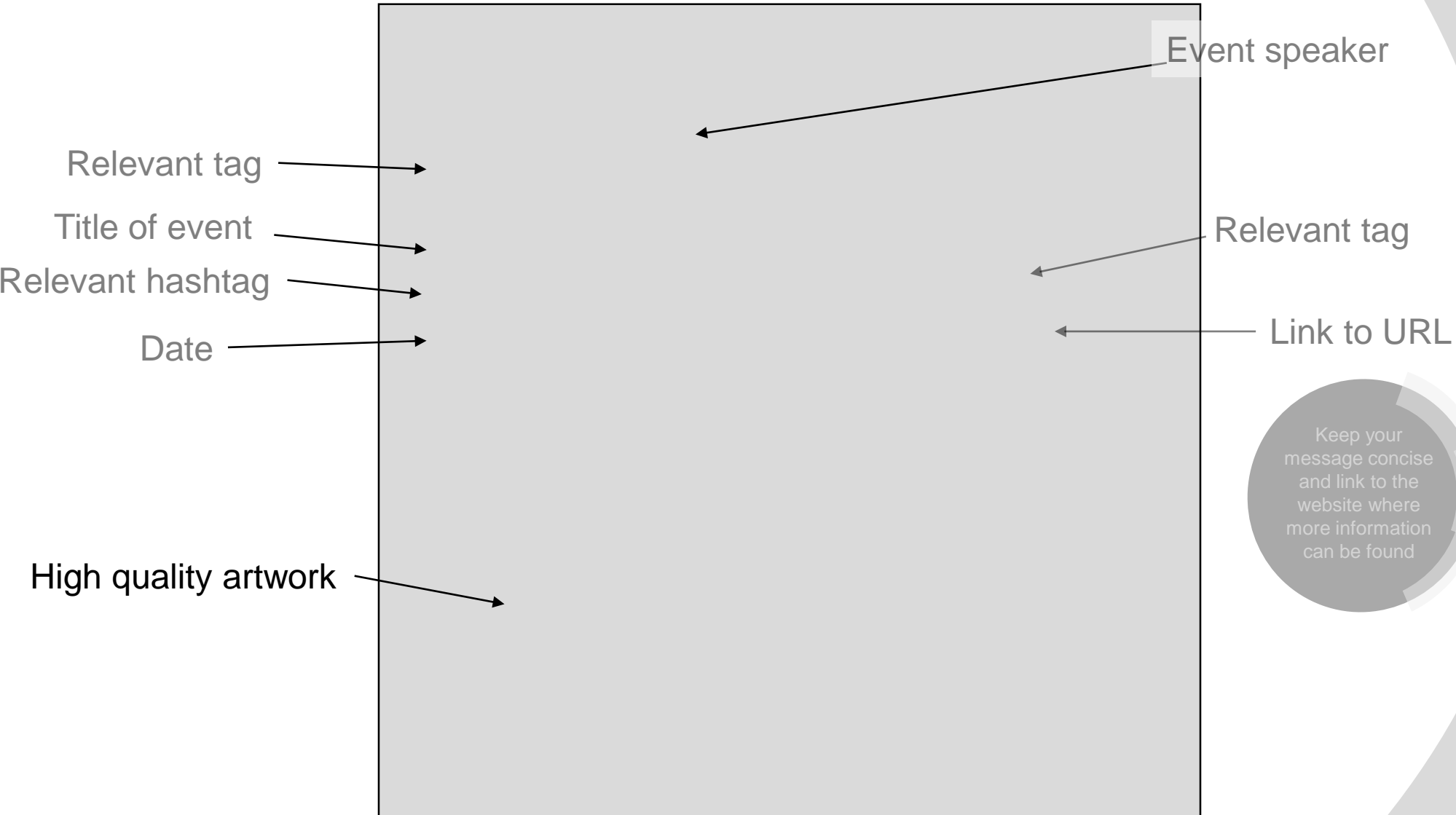
WhatsApp

Pinterest

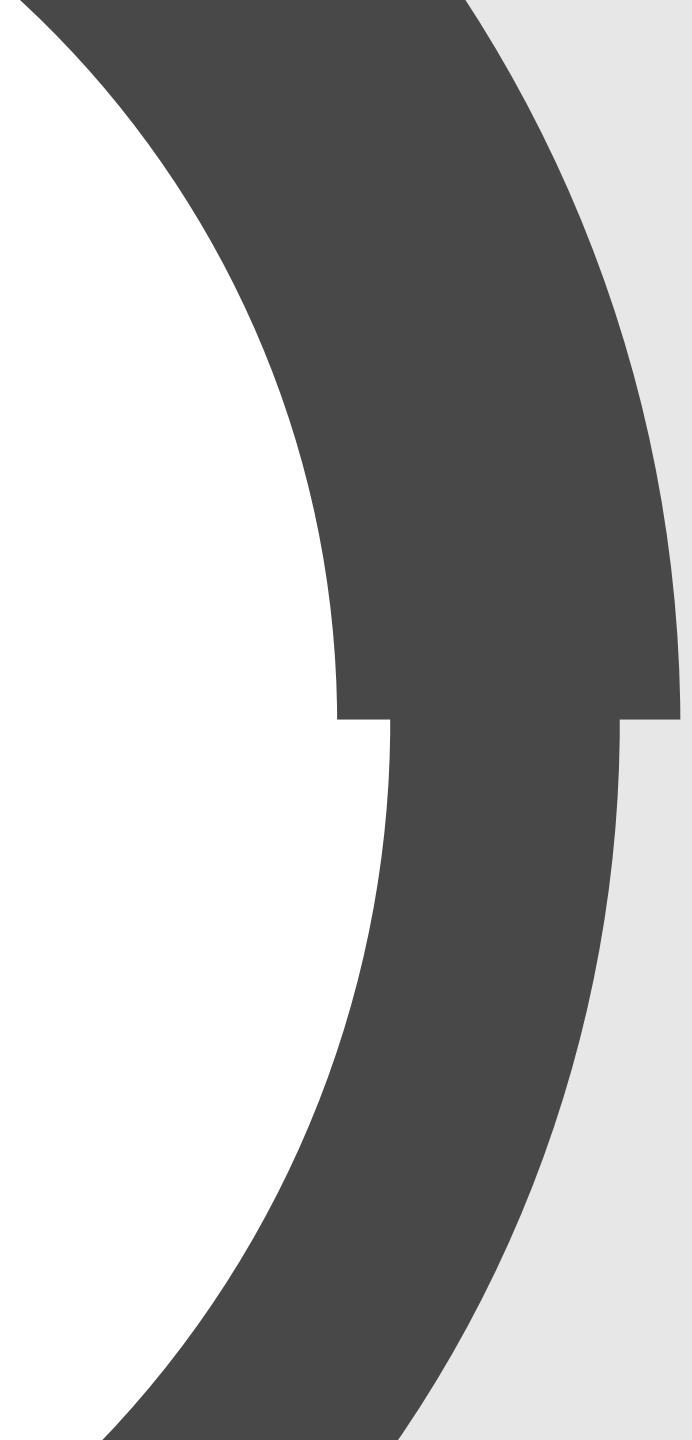
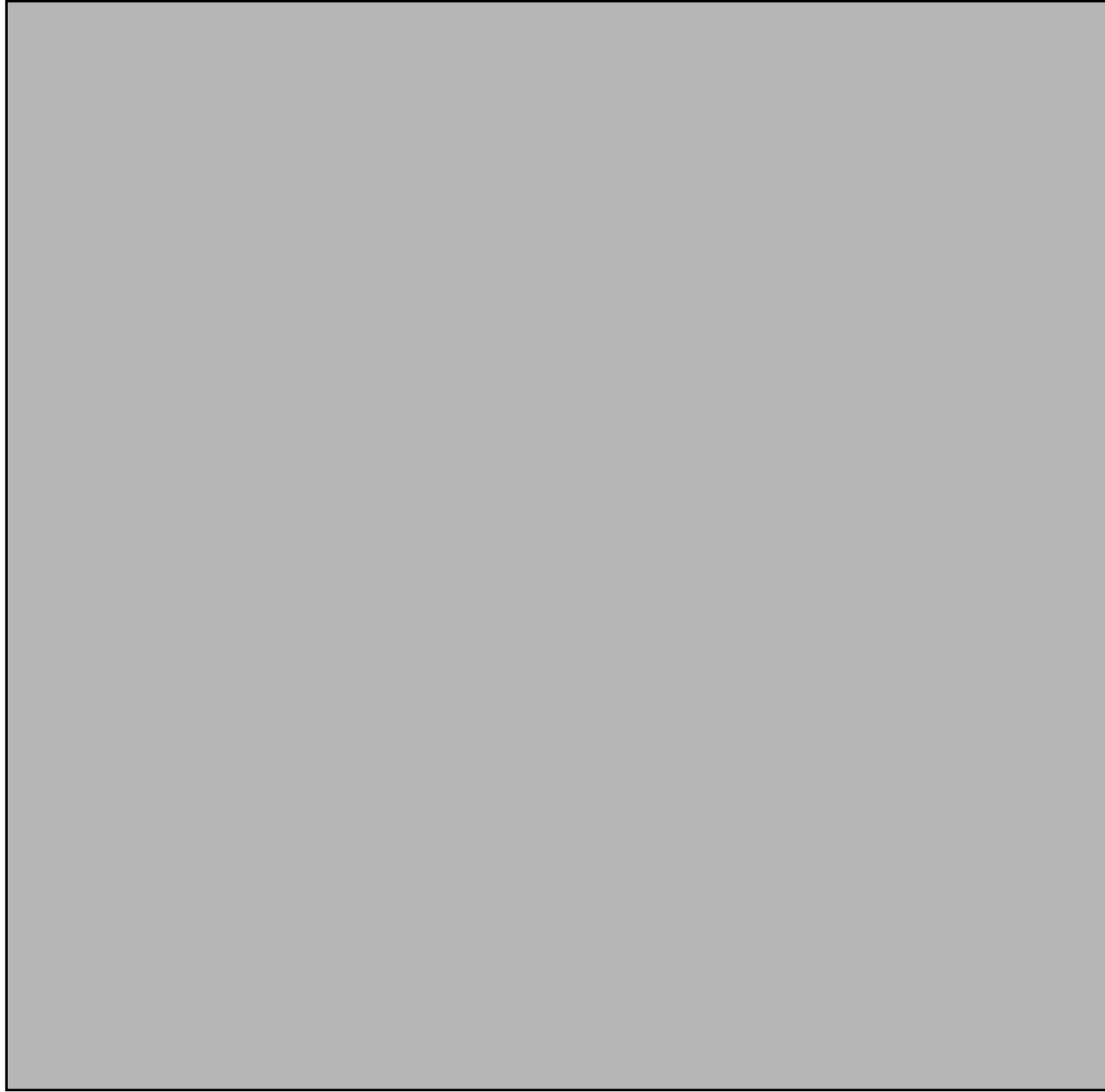
Twitter



# Twitter: What to include



Keep your message concise and link to the website where more information can be found



# LinkedIn: What to include

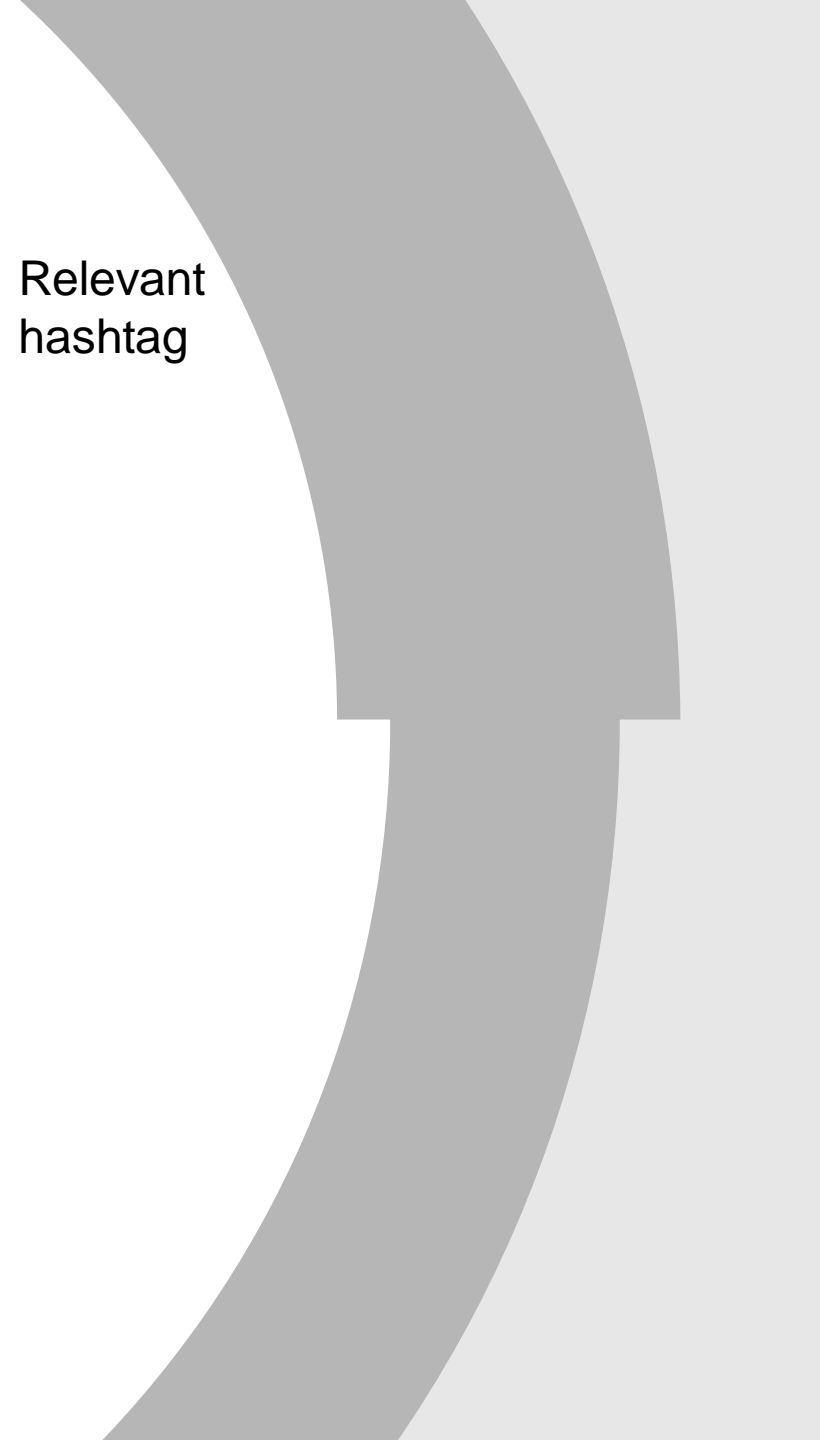
Signposting

Relevant hashtag

High quality video



Relevant  
hashtag





# Summary

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Questions?

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