

Social Media and Networking for Public Relations Practitioners course

The Provox Centre for Public Relations and Communication will be running a two-day course, Social Media and Networking for Public Relations Practitioners, on 4-5 July 2016.



This short course, endorsed by PRISA (Public Relations Institute of Southern Africa), is aimed at public relations practitioners who need to be equipped with the knowledge and skills to engage in social media marketing. The course is ideal for public relations practitioners who want to venture into social media community engagement and those who have recently been appointed as social media assistants.

Upon completion of this course learners will be able to understand the principles of Web 2.0 and social media, identify the criteria for choosing appropriate social media platforms, compile a social media content calendar for a social media campaign and use social media tracking tools to evaluate social media effectiveness. Best practice guidelines will also be explored. PRISA CPD points are allocated to PRISA members.

For more information, go to www.provox.co.za.

For more, visit: <https://www.bizcommunity.com>