

Mastering your Social Media Presence

This two-day social media seminar enables the students to understand relevant social media business platforms. The participants learn how to present themselves professionally online, how to grow their network effectively and gain a feeling for their digital visibility and personal brand. After this seminar, the students have coherent digital profiles and are prepared for their professional future. The seminar is suitable for students taking their first steps into social media and advanced students who want to learn more and get professional feedback.

Content

Day 1

- Introduction to relevant social media business platforms (LinkedIn, XING, Twitter)
- Mastering your personal branding: How do I present myself professionally on social media platforms and stand out amongst the crowd?
- Successful handling of text, pictures and using creative storytelling
- Social media etiquette: digital manners

- How to build and grow your network
- Work smart – tips for time management
- How to create engaging content

Day 2

- Working on your personal online presence
- Setting up profiles on XING, LinkedIn (and Twitter)
- Optimizing existing Social Media profiles
- Introduction to Instagram (if the participants are interested)
- Use the smartphone for job search and mastering your Social Media Channels
- Clarify individual questions about your personal branding

This course will be held in English.

WHEN

19.08.2020 09:00 - 17:00
20.08.2020 09:00 - 17:00

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