

## *BASIC SOCIAL MEDIA COURSE*

The first course that **ABLE2** runs is a basic understanding, and use, of interactive social media focused around the internet. Some of the things that we include in this course involve advertising using:

- Twitter
- Facebook
- Website Advertisement
- E-mail Marketing

These are a few of the methods that are proven to help businesses increase their advertising and online availability for potential customers.

In this course, **ABLE2** will teach simple techniques that are required for an online presence, tailored for each individual business, and what is appropriate for specific marketing.