



HBTC

Hull | Grimsby | Scunthorpe

SOCIAL MEDIA FOR BUSINESS

WHAT IS IT?

Social media is one of the fastest growing advertising and marketing tools that businesses have at their disposal.

Many companies now have whole social media and digital marketing teams who are hired to, amongst other things, increase the company's online presence on sites such as Facebook, Twitter, LinkedIn and Instagram.

This Apprenticeship trains you to become a specialist in all electronic marketing techniques, as well as helping you to develop your communication and research skills. You will also develop your skills to enable you to provide online presence for your company.

As a Social Media for Business Apprentice you could create online content including blogs and website content, update social media accounts to promote and develop online presence, provide input into website design and develop strategies to increase profile and website visitors.

Social Media Apprentices work towards a Level 3 Diploma with mandatory units covering:

- Principles of Social Media within a Business
- Principles of keywords and optimisation
- Social Networking Management for a business
- Using collaborative technologies

Apprentices and employers will then select further training from 16 optional units to meet the requirements of their planned learning programme

ABOUT THE COURSE

Off the Job Training

Apprenticeships are about up-skilling an individual. Reaching occupational competency takes time. Many employers and apprentices have praised the positive effect off-the-job training has on their productivity and apprentices feel valued by the significant investment in their training. Off-the-job training can be delivered flexibly, for example, as a part of each day, one day per week, one week out of five or as block release. You may already have existing training programmes or materials you can use to deliver elements of the apprentice's off-the-job training.

Duration

The apprenticeship will typically take 15-18 months to complete.

Level

This apprenticeship is Level 3 Advanced Level.

Maths, English and ICT

Achievement of functional Skills at Level 2 in maths, English and ICT will form part of the apprenticeship for apprentices who do not have evidence of GCSEs C+/4 or equivalent.



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