Using Social Media in the Construction Industry

Description: Social media isn't just a fad, so learn the steps to do it right and tell your story to earn new business.

You're using social media, but are you doing it right? Or maybe you haven't tried your hand at social media and want to make sure you have a better understanding before you dive into it. Leveraging social media can boost your business, but like building a building if you don't have a good set of plans, your project won't be successful. We will walk you through all the elements of crafting an effective social media strategy including the dos and don'ts of a great campaign as well as discussing the right platforms that will get you in front of the right audience to help build your business. We will also talk about strategies that will engage your audience and build raving fans that are interested in your next project.

Learning Objectives:
- You will be able to define a successful social media campaign.
- You will be able to identify the difference between a good campaign and a great one.
- You will be able to recognize the importance of social media to your marketing plan.
- You will be able to discuss social media for construction.

Contents:
- What Is Social Media?
  - Definition of Social Media and a Social Media Campaign
  - Why Social Media Is so Important to Building Your Brand
  - Metrics Used in Social Media

- What Are the Sites That I Should Focus on? What Should I Stay Away From?
  - Top Sites to Focus on for a Construction Related Business
  - Amount of Time to Dedicate to Each
  - Sites to Avoid

- Creating an Effective Social Media Campaign
  - Have a Goal in Mind
  - Things to Do to Have an Effective Campaign
  - Stay Away From These Things to Avoid Annoying Your Audience

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