Fully funded on-line courses available to enrol on today

Lancaster & Morecambe College

Leading Lancashire

Digital Training Courses

We have successfully secured European Social Funding to support employees of Lancashire based SMEs to develop effective digital skills to use in the workplace. The programme is now available through remote access using on-line platform video conferencing, and can be accessed from work or home enabling you to develop your skills through training, coaching and support.

Creator Studio

Combining Facebook and Instagram for business, introducing the new way to post video to social platforms

Thursday 21 Jan 2021 • 10am-4pm

This workshop takes you through the new developments of Facebook's Creator Studio - post and schedule video and designs with tags, engagement and content.

Facebook for Business

Thursday 22 Jan 2021 • 10am-4pm

This course is a must for all businesses who wish to maximize the awareness of their business on Facebook. A practical course, where a Facebook Pro will guide you through the changes, hints, tips and features you need to increase your following, reach and engagement.

Google for Business

Thursday 28 Jan 2021 • 10am-4pm

Get found on Google, delivered by a Google Pro, this course is a must for all business owners who want to increase awareness and make the most of all Google has to offer. Most businesses only use 10% of what is on offer, missing the opportunity to move up the ranking within Google.

Essentials for Instagram

Thursday 4 Feb 2021 • 10am - 12:30pm

This two and a half hour course is designed for those short on time, and will take you from a social user to Instagram success. Step by step you are guided on how to design, optimise and create an engaging Instagram profile that will attract followers and engage your audience

Essentials for Twitter

Thursday 4 Feb 2021 • 2pm-4:30pm

This course is designed to take you from beginner to Twitter Pro, step by step you are guided on how to design, optimise and create an engaging Twitter profile that will attract followers and engage your audience.

lmc.ac.uk/employers/leading-lancashire or **LMCBusinessAdminTeam@lmc.ac.uk**

Basics of iMOVIE

Create and edit video content for your business marketing

Friday 5 Feb 2021 • 10am-4pm

iMovie gives you lots of ways to share with your most loyal fans. You can post your movies to your website or blog, or post on popular social media sites like Instagram or Facebook, and you can use it to post more professional looking videos to YouTube.

Facebook Adverts for Business (Beginners)

Thursday 11 Feb 2021 • 10am-4pm

This course is for beginners and will take you from basic to advanced advertising on Facebook. You'll learn Facebook ad basics, how to set up the Facebook Pixel, how to create lookalike audiences, how to run retargeting ads to audiences, and how to create a Facebook ads strategy that works.

Social Media Content Workshop

Thursday 4 Mar 2021 • 10am-4pm

Learn how to create a content schedule, design ideas, understand your 12 week content plan and build content to schedule, all delivered by a Facebook Pro.

YouTube for Business

Friday 5 Mar 2021 • 10am-4pm

This course is for business owners who want to understand the power of YouTube and how it may enable your brand to gain more awareness. You will learn how video content can help to reach a wider audience, and want to know how to use content from other platforms on YouTube. The course is designed for those who want to understand how to optimise their channels and increase subscribers.

Mailchimp for Business Part 1

Thursday 11 Mar 2021 • 10am-4pm

This course is aimed at beginners, taking you through setting up an account to sending your first Mailchimp newsletter. Learn how to send out eye catching marketing emails.

Mailchimp for Business Part 2

Friday 12 Mar 2021 • 10am-4pm

Create landing pages for data collection and send out free booklets and downloadables to your audience. (You must have been on the Mailchimp for Business Part 1 before doing this course.)

Canva for Business - Beginners

Thursday 18 Mar 2021 • 10am-4pm

This is a beginners course in design using CANVA. Learn how to create simple, eye-catching graphics, posters, brochures and posts using this free software.

Canva for Business - Intermediate

Friday 19 Mar 2021 • 10am-4pm

This is a more advanced course in design using CANVA. Learn how to create more complex graphics, posters, brochures and posts using this PRO Subscription software. (You must be able to use CANVA PRO on this course.)

LinkedIn - Building Your Personal Profile for Business

Friday 26 Mar 2021 • 10am-4pm

Create a winning profile that works, attract high worth contacts and increase the reach of your profile. Learn how to gain interest, create the right impression with logos, cover banners and profile statements.

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