

Social Media & Marketing Workshops



Lancaster &
Morecambe
College

Celebrating 200 Years of Learning

We are delighted to have teamed up with the Consult Centre to be able to bring you these excellent social media and marketing workshops.

Google for Business

27 May | 10am - 4pm

Employer Hub @ LMC

Maximize your online visibility with Google Business. This workshop will guide you through setting up and optimising your listing, interpreting insights, and leveraging reviews for business growth.

MailChimp for Business

23 June | 10am - 4pm

Employer Hub @ LMC

Unlock the potential of email marketing with this foundational MailChimp workshop. Learn how to craft engaging campaigns, manage subscriber lists, and analyse campaign performance.

How to Content Plan for Social Media

26 June | 10am - 4pm

Employer Hub @ LMC

This workshop will guide you through devising a strategic content plan tailored to your business goals. Learn how to create, schedule, and manage compelling content that resonates with your audience.

Social Media - An Overview of the Platforms

26 September | 10am - 4pm

Employer Hub @ LMC

Navigate the world of social media with confidence as we delve into the key platforms, exploring who uses them and how to decide which ones merit your time and energy.

Facebook for Business

3 October | 10am - 4pm

Employer Hub @ LMC

Learn how to create and optimise your Facebook presence, while mastering features like Reels, Stories, and the tools in Meta Business Suite. With most businesses using less than half of Facebook's capabilities, this course is ideal for those who want to stay ahead in an increasingly competitive digital landscape.

How to Create & Run Adverts on Facebook

26 November | 10am - 4pm

Employer Hub @ LMC

Unlock the power of Facebook and Instagram advertising with this hands-on training course, designed specifically for small business owners. Whether you're just starting out or looking to improve your online marketing strategy, this beginner-friendly course will guide you through every step of creating effective ads that deliver results.

LinkedIn For Business

3 December | 10am - 4pm

Employer Hub @ LMC

This course is designed to take you from beginner to pro on LinkedIn, step by step you are guided on design, optimise and create an engaging LinkedIn Company Page and Profile that will attract commercial opportunities plus followers and engage your audience.



To book your place please email UKSPF@lmc.ac.uk or call **01524 521223** for further information



Funded by
UK Government

EMPLOYER
HUB
@LMC