Social Networking for Construction

(Facebook, Twitter, Pinterest, LinkedIn & Blogging)

CCA has accredited this course for 1 Gold Seal Special Industry Credit (SIC)

October 25th - 8am to 5pm
200 Brock St., Barrie
Cost: $299.00 + HST

Most, work, contracts, and jobs that you win come from your contacts. Social Networking is a powerful way to grow your network of contacts. LinkedIn has become one of the first places businesses go to verify credentials. Facebook and Twitter boast over 400 million users in North America. This social phenomenon has become the premier way to keep your business in front of your contacts. Social Networking is a set of new tools to get your brand and your message out. It is the easiest and most effective method to improve your visibility.

Our workshop will show you how to use these tools to increase your business. We cover industry best practices in utilizing accounts in Facebook, Pinterest, Twitter and LinkedIn. We will demonstrate how to use these tools to maintain and expand your network of contacts. Learn how to increase your network presence utilizing Blogs and Forums. We will look at case studies of construction companies and how they have used social networking tools to create brand awareness, promote themselves as experts in their fields, and stay in contact with clients.

- Stay in contact with Facebook
- Use Pinterest to advertise your company successes
- Blogs and Forums promote you as an expert

- Getting your message out with Twitter
- Get connected with LinkedIn
- Other applications and tools

Course Topics

- How Social Networking is changing the face of business
- LinkedIn for Business
- Building a Search Engine Optimized Profile
- Soliciting Recommendations and Introductions
- Facebook for Business
- Building a Profile for Business
- Etiquette & Branding
- Integration Applications (Blogs, Twitter, etc.)
- Controlling Information that you Share
- Twitter based Marketing
- Application for Business
- Blogs and Forums
- Creating a Site with your Brand

Enrollment is a minimum of 7 to a maximum of 12 persons to ensure that each participant receives individualized attention. This is a hands-on workshop and laptops with software are provided for the duration of the course.